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LUCKY SPOT
SUM-OF-ALL
BERRY GARDEN

6 Latham Raspberry
6 Cumberland Blackcap
6 Alfred Blackberry
25 New Gem Everbearing Strawberry
All strong, No. 1 plants.

SPECIAL PRICE \$1.25

★ ★ ★
Quality • Yield • Profit
EMLONG'S
TRIPLE STAR FRUITS
FOR

*Modern Farms and
Home Gardens*
1935

Also **BIG BARGAINS** in
ROSES AND SHRUBS

Pages 42-54

EMLONG'S NURSERY
STEVENSVILLE - MICHIGAN

ALFRED
BLACKBERRY.
Page 18.

LUCKY SPOT
BIG SUCCESS
BERRY GARDEN

6 Chief Early Red Raspberry
6 Latham Late Raspberry
6 Logan Early Blackcap
6 Cumberland Late Blackcap
All strong, 1-yr. No. 1 plants.

SPECIAL PRICE \$1.00

CUMBERLAND.
The Leading
Blackcap.
See page 15.

LATHAM MAMMOTH
RED RASPBERRY.
Dependable Everywhere.
See page 12.

LUCKY SPOT
"APPETIZER"
BERRY GARDEN

6 Alfred Blackberry
6 Latham Red Raspberry
6 Cumberland Blackcap
6 St. Regis Everbearing Red Raspberry
All strong, 1-yr. No. 1 plants.

SPECIAL PRICE \$1.00

Hale-Haven

The New MARVEL PEACH

Ripens Ten Days Earlier Than Elberta

Mr. Peach Grower, here is that variety you have pictured so many times in your most optimistic dreams. A fancy freestone variety that ripens ten days earlier than Elberta. But, that's not all! This marvelous new Peach looks better, keeps better and even tastes better than any other you have ever grown.

Immense Size — Heavy Producer

This remarkable Peach is a result of a scientific cross of J. H. Hale and South Haven varieties—hence the name—HALE-HAVEN. It has retained the **immense size** and **matchless beauty** of Hale and adopted the **complete fertility** and **heavy yielding** characteristics of South Haven. What more could be desired or expected?

Beautiful and Delicious

So tempting is the rich, snappy sweetness of the firm, juicy, yellow flesh of Hale-Haven, that once you have tasted it you cannot be satisfied with any other variety. They require no sugar when eaten fresh and are just enough to "keep" them when canned.

The beauty of this new Peach is irresistible—even a bushel on the Benton Harbor Fruit Market the past season created a riot among the brokers, who were ready to pay any price to get them—instances of \$5.00 per bushel price were reported. Every Peach from the tree has exactly the same color markings—a deep, snappy yellow, with a reddish tinted cheek—words cannot describe the picture presented by Hale-Haven when packed.

Hardest of All Peaches

If you have had only mediocre success or failed entirely with other varieties you can succeed with Hale-Haven. Right here in this locality where many local thermometers registered as much as 26 degrees below zero last winter, Hale-Haven trees came through in fine shape and produced a full crop of fine fruit.

Thoroughly Tested

You are taking no chances when you plant this grand new Peach. It has already stood the severe test of drought and extreme cold and has come through with flying colors. Prominent horticulturists in Michigan are confident that Hale-Haven is the coming leader for home and market. Our confidence in Hale-Haven is such that we will absolutely guarantee your satisfaction. Order early, the supply of trees is limited.

Quality Unsurpassed

For keeping or long distance shipping, Hale-Haven is in a class all by itself. It attains its full size and complete coloring **on the tree several days before it is ripe**, and therefore can be packed and shipped long distances with every assurance that it will reach destination in perfect condition. During the past summer the writer carried a basket of Hale-Haven during a 2000-mile automobile trip, after which they were still firm and fresh.

A Remarkably Fast Grower

Hale-Haven is the fastest growing fruit tree we have ever had. Trees in the nursery row, even during the past very dry season, have made 12 to 15 inches more growth than Elberta, South Haven, and other fast-growing varieties. The foliage is very dark in color and extra tough and healthy. In many local orchards Hale-Haven planted only two years ago have attained bearing size. You get quick results when you plant this marvelous new fast-growing, young-bearing variety.

PRICES OF EMLONG-GROWN HALE-HAVEN PEACH TREES

	Each	5	10	25	50	100
1-yr. select, 3 to 4 ft.	\$0.40	\$1.85	\$3.50	\$ 8.35	\$15.75	\$29.50
1-yr. select, 4 to 5 ft.50	2.35	4.50	10.95	21.50	39.50
1-yr. select, 5 to 6 ft.60	2.85	5.50	13.75	26.50	49.50

ON IN THE BERRY WORLD

Give Your Family the Best—It Costs No More

Gem berries are the very height of perfection for home use. They are uniformly large in size, and bright, sparkling red all over. Every berry matures perfectly. They are solid red to the center, juicy, and deliciously sweet—even before full ripe. The skin is tender and flesh fine texture. So free from acid that *anyone* can enjoy them. Seeds are few and small and the hulls easy to remove. Gem berries keep good for days after ripe, whether picked or left on the vines. 100 plants will supply the average family table generously and any surplus may be canned for Winter serving or sold to your neighbors at premium prices. You'll find Gem the Winning Strawberry of this decade on every score—Size, Beauty, Flavor, Quality, Yield. It is a sensational success.

AND WIN A BIG CASH PRIZE

Prizes will be Awarded as Follows:

\$25.00 for **GREATEST YIELD** from the 200 plants:

Two \$10.00 and One \$5.00 Prizes.

\$25.00 for **BIGGEST PROFITS** from the 200 plants:

Two \$10.00 and One \$5.00 Prizes.

\$25.00 for **BEST PHOTOS** of Gem Berry Plot or Berries:

Two \$10.00 and One \$5.00 Prizes.

\$25.00 for **BEST LETTERS** about the desirable features you discover in Gem Berries:

\$5.00 each to the FIVE Winners.

NOTE—It is possible that you may win more than one prize. We reserve the right to discard letters which contain gross exaggerations, to protect honorable contestants in this Club.

\$100⁰⁰

IN

CASH PRIZES

will be given to Members of Em-long's Gem Garden Club this year. Join now! Nothing to lose—you may win.

READ
DETAILS BELOW.



GEM

SUPER-BEARER

LATEST SALE



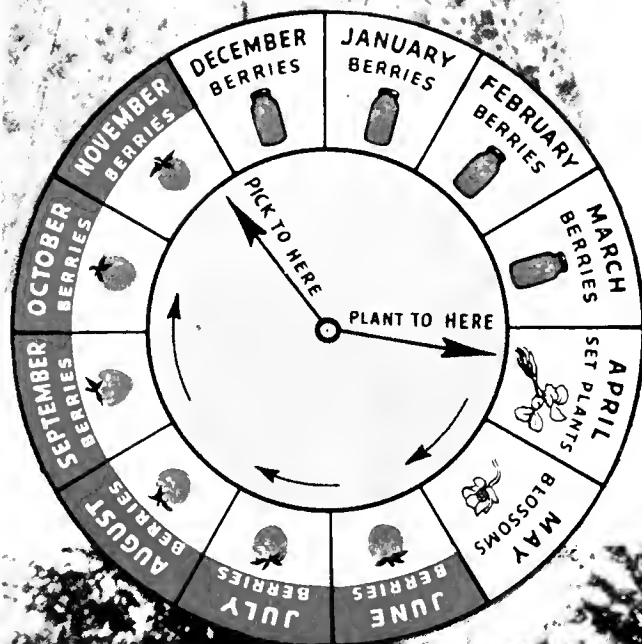
A True Wonder-Berry for the Home

There's nothing in the Berry-World that will give you more pleasure and satisfaction than a thrifty plot of Gem Strawberries in your own home garden! You'll be amazed at how easy it is to grow them, and how little effort is required to get bright, perfect berries within easy reach **TWO MONTHS** after **PLANTING**—and a continuous supply of them until the frost comes, no longer necessary to buy small, stale berries from the market. **GROW BIG GEM BERRIES OF YOUR OWN.** It is a joy to the housewife to be able to serve **FRESH STRAWBERRY SHORTCAKE** any day she wants it, six months of the year on the home table or when entertaining! The low price puts them within the reach of everyone. Reserve your

JOIN THE GEM GARDEN

Terms and Rules of the Contest

Simply send us your order for 200 Gem Everbearing Strawberry plants this Spring, with remittance of \$3.85 and send for "How to Grow Gem Strawberries" booklet. Join the Gem Garden Club Contest." Include 25c extra for each plant within the 5th zone; 35c beyond 5th zone. We ship plants to plant in your locality and furnish **FREE PLANTING INSTRUCTIONS**. Set the plants this Spring, keep an accurate record of the yield and profits. Mail this report to reach us by November 15, 1935. Prizes will be mailed by November 30, 1935. A blank is provided on this folder, or you may use the one in our catalog. *No discount allowed on the Gem Garden Club price.* Order early, as the supply of plants will not last long. *Note: if you are not interested in this offer, write to the folder to a friend who has a garden? Thank you.*



LEFT—Little Jane Eaton, of Mecosta County, Michigan, invites you to sample her big Gem berries. The calendar shows you how to have Strawberries the year around. **BELOW**—An Iowa customer who says, "A quart per plant is our average with Gem Everbearers. We picked 2,000 quarts from 100 plants and sold them for \$500." **RIGHT**—The Emlong home, offering you Gem berries photographed actual size.



ST S EMLONG'S 4-SQUARE GUARANTEE

for the Home
World that will
thrifty plot of
den! You'll be
effort is requi
each TWO MO
y of them unt
le berries fro
OUR OWN.
FRESH ST
x months
e low price
Reserve y

BEST CLASS

Everything in book is guaranteed to reach in satisfactory condition. If it fails to do so, notify us ONCE and receive prompt and satisfactory adjustment.

FREE FROM DISEASE

Every plant, tree, etc., which we sell is guaranteed to be free from disease when it reaches you. Certificate of Inspection is attached to each shipment.

TRUE TO NAME

Every plant, tree, etc., is guaranteed to be true to name. If found to be otherwise, we refund the purchase price or make satisfactory replacement upon proof of error.

TO GROW

We replace any stock which fails to grow if reported before July 1st of year planted. If reported after July 1st we replace at half price. No claims can be considered after October 1st.

SAVE 5 to 10% ORDER EARLY

ORDERS WHICH REACH US IN JANUARY, 1935, are out of REGULAR CATALOG PRICES, are entitled to a discount of 10% for FULL CASH WITH ORDER. ORDERS WHICH REACH US IN FEBRUARY, 1935, made out at REGULAR CATALOG PRICES are entitled to a discount of 5% FOR FULL CASH WITH ORDER. NO DISCOUNT is allowed on SPECIAL GARDEN, REGAIN and COLLECTION OFFERS in this catalog, we have already allowed 20% discount on these special features. NO DISCOUNT allowed after FEBRUARY 28, 1935. This early-order discount is of interest on your money from the time you order until shipping time. There will be NO OTHER CATALOG OR BARGAIN ORDER MAILED THIS SPRING. Our stock is all listed in this book.

IMPORTANT TO YOU!

Do you live within the territory outlined on this map? If so, you will have better success with our Northern-Grown fruit plants than with plants grown anywhere else in the United States. We test many new varieties of plants every year, and offer our customers only varieties that prove dependable in this territory. Why waste time, money and land trying to grow plants that aren't adapted to your locality? Emlong's Michigan-Grown plants have a nation-wide reputation for SIZE, VITALITY, HEALTH, HARDINESS, ADAPTABILITY to a wide range of soil and climatic conditions, and HEAVY FRUITING ABILITY.

Customers in every part of this country tell us that no other plants succeed as well for them as Emlong's. Undoubtedly the superiority of our stock is partly due to our IDEAL CLIMATIC AND SOIL conditions, which cannot be matched anywhere else in the world. However, we have other special advantages, as mentioned on pages 3 to 10, and page 22 of this book, which all combine to produce just the kind of stock you need to have SUCCESS IN FRUIT GROWING!

For Your Protection

Our nursery stock has all been inspected twice by State Horticulturists and each shipment bears a copy of our Inspection Certificate, showing stock to be free from disease.

We are members of the National Nurserymen's Association, Michigan Nurserymen's Association, and the National Mail Order Nurserymen's Association.

Our References

State Savings Bank and Railway Express Agent, Bridgman, Mich.
Postmasters, Stevensville, Mich.

We Give \$50.00 a Year for Best Photos and Letters

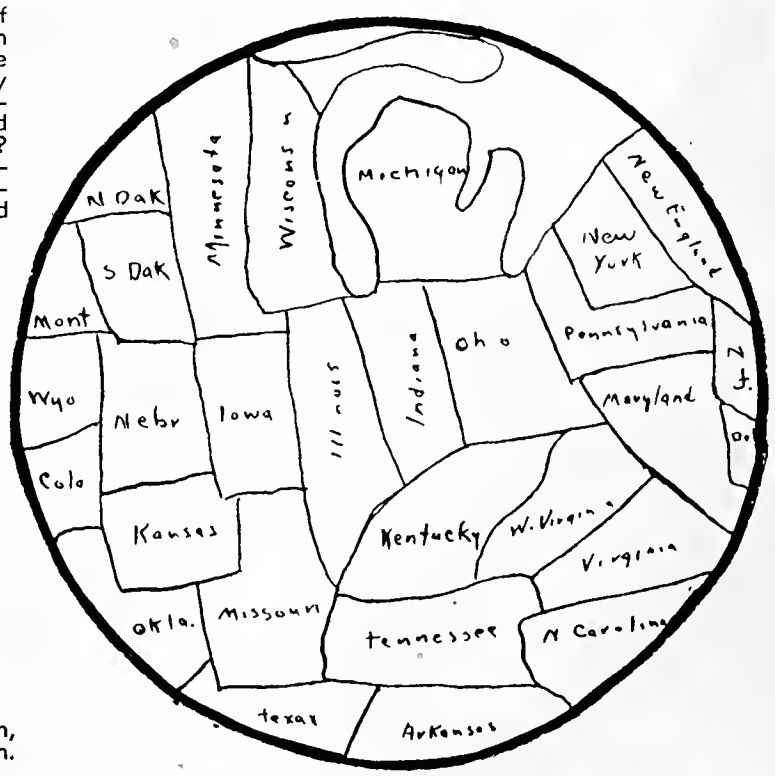
We like to receive letters telling of your success with Emlong stock. Especially when you have attained unusually good results with certain varieties of fruit plants and trees. We pay \$10.00 each for the three best letters, and \$5.00 each for the four next-best letters each year. Photos and snapshots of your berries, fields, etc., and charts showing profits made will add to the value of your letters.

Have You Anything New?

We maintain a trial garden, in which we test all kinds of new plant varieties, and often from these tests valuable new sorts are obtained. If you have any new Strawberries, Raspberries, Blackberries, Perennial Plants, etc., which are not already on the market, would be glad to test them for you. Possibly you have something which we would buy at a high figure if it looks promising. Any new stock sent for testing should reach us during April or May. Write us in advance, describing the plants, fruit, etc., so that we may give it proper attention.

WARNING!

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WE FURNISH PLANTING DIRECTIONS WITH EVERY ORDER



E. G. Hill.



Talisman.



Mrs. Chas. Bell.



Briarcliff.



Red Radiance.



Pres. Herbert Hoover.

10 ROSES, \$1.50, Prepaid Bloom This Year!

Did you ever before hear of such a bargain in Rose bushes? They are husky little one-year **EVERBLOOMING** bushes of the Hybrid Tea type. You can set them right out in the garden this spring, and they will commence to bloom in June, and continue until winter. Large, full size flowers, borne on long stems. Very choice for cutting, and beautiful as garden plants. Strong rooted plants, that make large bushes before winter.

YOUR CHOICE OF 10 BEAUTIFUL COLORS—ALL FREE BLOOMING VARIETIES. OUR LOW PRICES:
Any 3 for 60c; 6 for \$1.00; 10 for \$1.50, prepaid.

- Briarcliff.** Deep, clear pink.
- E. G. Hill.** Deep moroon-red.
- President Herbert Hoover.** Yellow stained carmine.
- Lady Hillingdon.** Apricot-yellow.
- Sunburst.** Yellow, shaded orange.

- Talisman.** Golden yellow, streaked red.
- Red Radiance.** Bright carmine-rose.
- K. A. Victoria.** Large, pure white.
- Mrs. Chas. Bell.** Salmon-pink, shaded.
- Pink Radiance.** Pink shaded cerise.



Emlong's *Fairy Pink* TRADE MARK

GORGEOUS NEW EVERBLOOMING DIANTHUS

The dearest, fluffiest little rose-pink flowers you ever saw! Borne in great profusion on single stems to make them nice for cutting. They measure about an inch in diameter. So richly perfumed that a few plants will scent the entire garden. Dwarf growing plants, which attain a height of 6 to 8 inches, forming a solid mass until an average spread of about 20 inches is obtained. Does not spread to other parts of the garden, but forms a huge "dome" of gorgeous pink which continues from June until winter.

The foliage is a soft, silvery green with a slightly "fuzzy" appearance. Blends beautifully with the color of blooms and contrasts delightfully with the deeper green of other plants. Plants are **perfectly hardy** and grow on any kind of soil. A wonder plant for the Rock Garden, but equally lovely in the garden, or massed in beds, or scattered among tall shrubs as a ground covering. Also adapts itself nicely for border plantings.

The Fragrant New Everblooming "Fairy-Pink."
Emlong's **Fairy Pink** is a new feature this year, originated in the Northwest, and unlike any other Dianthus on the market at present. **Fairy Pink** is offered only by **Emlong's Nursery, Stevensville, Michigan**, and is a **Trade Mark** variety. A few plants will make your garden the show-place of the community, and prove a source of endless delight to your family! The reasonable price is within the reach of all.

Prices of Emlong's FAIRY PINK: Strong, 2-year perennial plants: 35c each; 3 for 75c; 6 for \$1.20, prepaid.

Hello Folks!

Here we are with our 1935 catalog—our ONLY salesman! Can you spare a moment for a personal visit, so that we can get better acquainted?

For nearly 60 years we have been selling nursery stock direct to our customers, thus saving them one-third to one-half over prices charged by many firms. The Emlong slogan has always been "QUALITY FIRST." With this watchword and 80 acres of unbroken land, HENRY EMLONG pioneered the growing of berry plants and fruits in Berrien County, Michigan, 60 years ago. It was he who laid the foundation of this great business which has made a steady growth until it now occupies over 750 acres of the finest soil in Berrien County. We are now THE WORLD'S LARGEST GROWERS OF FRUIT PLANTS.



HENRY EMLONG

The man who pioneered the growing of Quality fruit and Fruit Plants in Berrien County, Michigan, over fifty years ago. His ideals will always be the "guiding hand" in our great nursery.

We want to thank our many customers of past years for the fine orders they have sent us. Your loyal support has enabled us to come through the worst business depression in years and maintain our stability when many other nurseries have failed. The money you have spent with Emlong has been turned back into our business to pay our workers, improve the soil, modernize production and packing methods, etc., so that we can produce BETTER NURSERY STOCK to fill your future orders. We don't squander your money on high priced radio and newspaper advertising, because—

Our statistics prove that OUR GREATEST VOLUME OF BUSINESS COMES THROUGH THE UNSOLICITED RECOMMENDATIONS OF OUR SATISFIED CUSTOMERS! This help you have given us in gaining new customers is SINCERELY APPRECIATED—for it shows that you have CONFIDENCE in the Emlong policies and Emlong stock, or you would not refer your friends to us without recompense. On this CONFIDENCE we base our hope of future business.

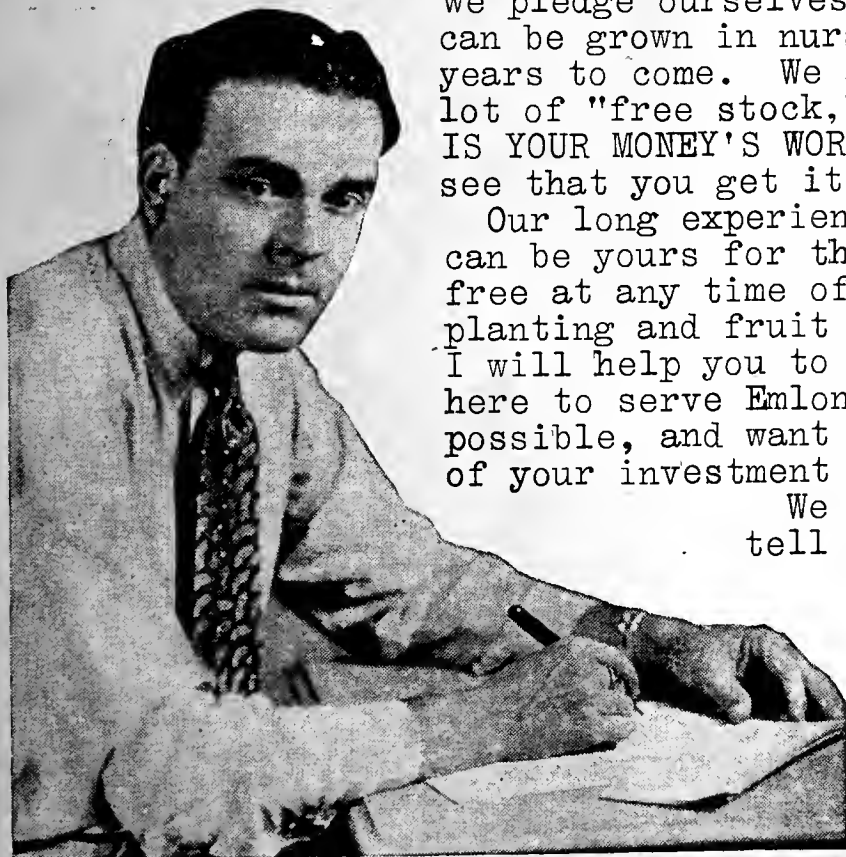
To repay you for the fine business you have given us in past years, we pledge ourselves to give you the VERY BEST that can be grown in nursery stock this year, and in years to come. We are not going to offer you a lot of "free stock," for we know that ALL YOU WANT IS YOUR MONEY'S WORTH. Isn't that so? And we'll see that you get it!

Our long experience in growing nursery stock can be yours for the asking. I want you to feel free at any time of the year to bring your fruit planting and fruit growing problems to me, and I will help you to the best of my ability. I am here to serve Emlong customers in every way possible, and want to help you get the most out of your investment in nursery stock.

We have many important things to tell you about NURSERY STOCK this year. READ ALL of the following pages in this book-- it will be time well spent.

Sincerely yours,

President





1935

Your Opportunity Year!

OF COURSE you are interested in MAKING MONEY—everyone is! But the question is "How can you do it"? Most folks lack good sense in investing their time and money so that it will pay them CONTINUED and profitable dividends. They say "every year is a good year for fruit growers." We are doubly sure that 1935 is the IDEAL TIME to get started in the FRUIT GROWING BUSINESS! There's an open road ahead for you to enter a business in which PROFITS HAVE PROVEN SURE.

Conditions Are Right

There never was a time when conditions were more favorable for you to put your land into fruit. There is a great scarcity of bearing plants this year on farms throughout the country. This has been caused by the severe freezes of recent winters and severe drought of last summer. Planting of new stock has been neglected by many land owners—not because fruit growing didn't pay, but because they invested their profits foolishly in other things and lost them. The supply of nursery stock is very small this year, and will not nearly fill the huge demand that is sure to come. This means that FRUIT WILL BE VERY SCARCE during the next few years and PRICES HIGH. Farmers who are "wise" to the situation will reserve their stock early, plant THIS SPRING, and get in on the high level profits which will prevail during the next decade.

Gain Financial Independence

If you are struggling along on a few **hundred** dollars a year, NOW IS THE TIME to get out of the rut, set yourself up in Fruit Growing, and increase your income to **thousands** a year. You'll BE YOUR OWN BOSS, OWN YOUR OWN HOME, and have all the other luxuries you have been wanting. Don't stop to feel your way along with a small planting and thus delay your success. PLANT EVERY AVAILABLE ACRE TO FRUIT—THIS SPRING.

Act Wisely

The man who said, "Money doesn't grow on bushes," evidently overlooked the vast possibilities in fruit growing! Every dollar you invest in fruit stock this spring will pay you dividends of \$25 to \$50 **per year** during the years to come. You can have every assurance it will be the BEST INVESTMENT YOU EVER MADE IN YOUR LIFE! Fruit has always paid better than any other farm crop. An acre of Strawberries, for instance, would cost you only about \$40 for plants of standard varieties. The year after planting you could take \$800 to \$1500 worth of berries off those plants.

Note the section of a fruit market below where millions of dollars are paid out annually to farmers for their fruit. Clippings taken from a local newspaper show you how easy it is to turn fruit into cash. During normal times Strawberries sell at \$2.50 to \$5 per crate on this market; Raspberries \$3 to \$7 per crate; Grapes 20c per 4-qt. basket, or \$2 per bushel; Peaches \$2.50 to \$4 per bushel; other fruits in proportion. Again we repeat:

THERE'S MONEY IN FRUIT—GET YOUR SHARE OF IT!

FRUIT PRICES REMAIN STRONG ON LOCAL MART

Royalton Grower Sells Fancy Raspberries For \$7 A Case.

120 OUTSIDE BUYERS SNAP UP EVERYTHING

BRISK BUYING KEEPS PRICES ON HIGH LEVEL

BUYERS GRAB AT EVERYTHING OFFERED THEM

\$4.90, Mark One Gro F

60 THOUS PACKAG FRUIT

APPLES, PEAS TOMATOES BRISK DEM

VOLUME FRUIT

PRICE TREND IS UP DESPITE LARGE VOLUME

MARKET EASILY ABSORBS FRUIT; DEMAND BRISK

Red Raspberries Hold Steady At \$4.50.

NEEDS TAKE



Success Awaits You

NO MORE EMPLOYMENT PROBLEMS FOR YOU if you get into the Fruit Growing business! You can win Health, Happiness and Success right in your own community. You don't have to move to the city to become successful—others have wasted time and money on city investments, and are now turning to the farm to find a source of real profit. Everyone who has entered the fruit-growing business gets such a "kick" out of it that you just can't sell them any other job. You too can feel the joy of accomplishment and satisfaction of making a fine income right on your own land. No need to let your children leave home to seek jobs when they grow up. You can provide healthful and pleasant employment for the entire family with a few acres of Emlong Big-Yield Fruit Plants. **MAKE A NAME FOR YOURSELF** in your community as a **MASTER FRUIT FARMER**.

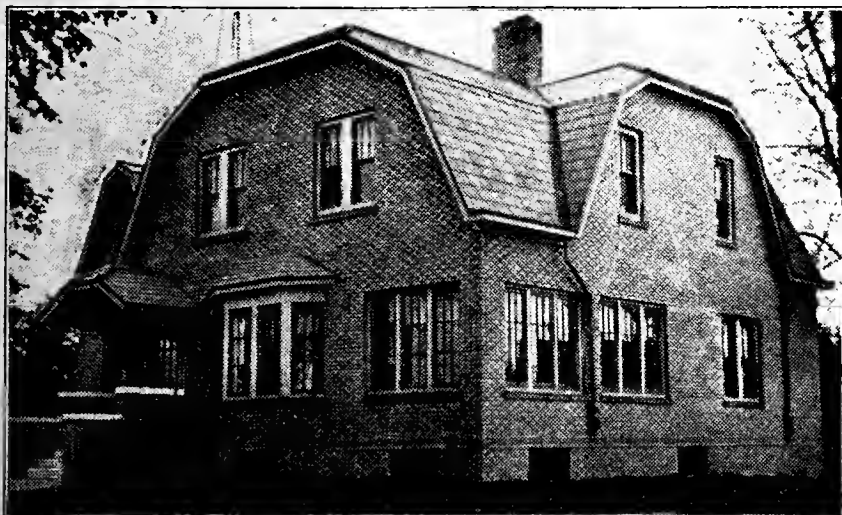
Follow the Example of Successful Fruit Growers

Thousands of our customers write us each year telling of yields and profits secured from our fine plants and trees. Selections from a few are printed on this page. The beautiful \$20,000 home pictured below was built by Mr. Wm. Daly, Riverside, Mich., with part of his fruit profits. Mr. A. L. Chickey of Pennsylvania reported profits at the rate of \$1,000 per acre from Strawberries last year. W. W. Fisher of Missouri gathered \$450 worth of Blackberries from an acre. Mr. Ralph Olmsted of Iowa gathered 125 crates of Strawberries from $\frac{1}{2}$ acre, which brought about \$600. Many others tell of paying for farms, homes, college expenses, barns, automobiles, and other worth-while things with **FRUIT PROFITS**. These are real, everyday folks, just like yourself. You can be equally or more successful if you utilize your opportunities.

No Experience Required

You don't need any special education or experience to grow good fruit. **LEARN** as you **EARN**. The thing of first importance is to **GET STARTED RIGHT**—with **FIRST QUALITY STOCK**. Emlong plants and trees will "work hard" for you. We help you in every way possible with planting directions, and answer your questions any time of the year. Read how we are prepared to serve you on page 6. If you haven't land enough to grow fruit for shipping purposes, you can turn a small suburban acreage into a valuable little "gold mine." Grow fruit for your own roadside market! Many have started with an investment of only a few dollars and increased their plantings as finances permitted until they won great success. The automobile age brings most of your trade right to your door without much selling effort on your part. Profits of \$500 and more have been reported for a single week-end by roadside market owners who offered a variety of fruits, jellies, juices, preserves, etc. Now, **WE HAVE TOLD YOU HOW** to make money—the rest depends on **you!**

READ THE FOLLOWING PAGES AND LEARN HOW WE ARE EQUIPPED TO GIVE YOU THE RIGHT START.



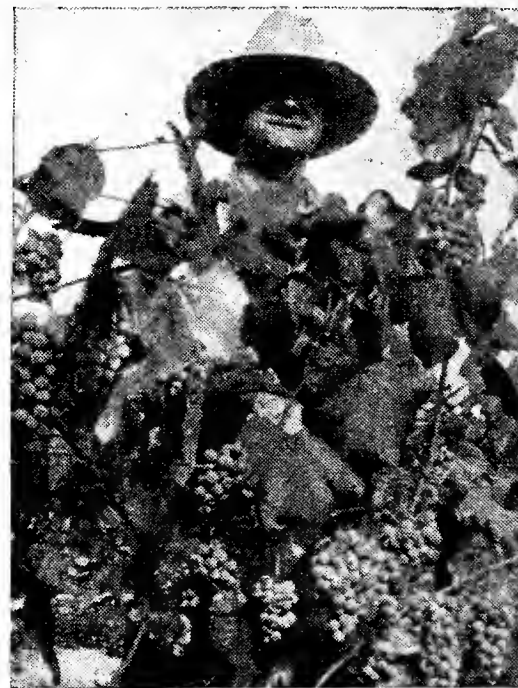
HOWARD and FRANK NOLAN, Ohio

"To beat the depression, start with Emlong plants. They are the best source of income on our farm. My Blackcaps netted over \$300 per acre the third year. Strawberries bring me \$1400 per acre. Would take 175 acres of wheat to equal this profit. Berry growing nets me 90 per cent profit."



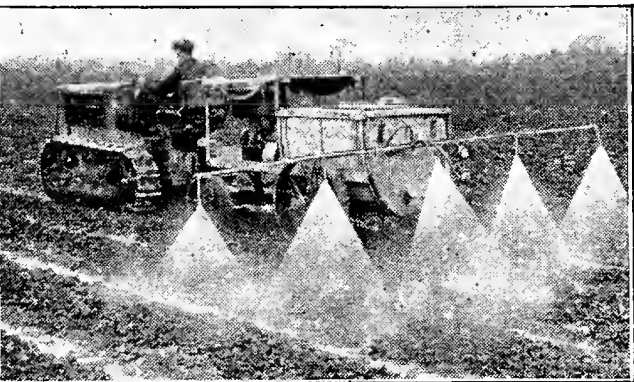
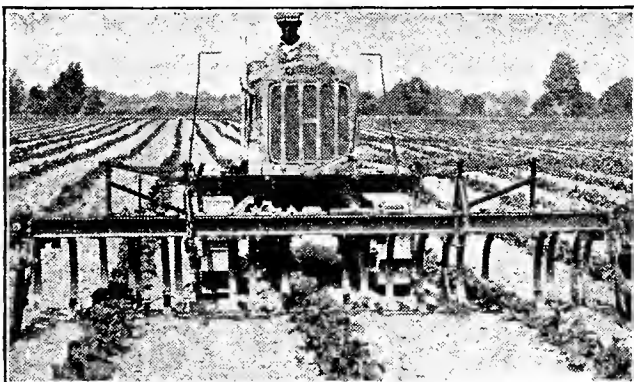
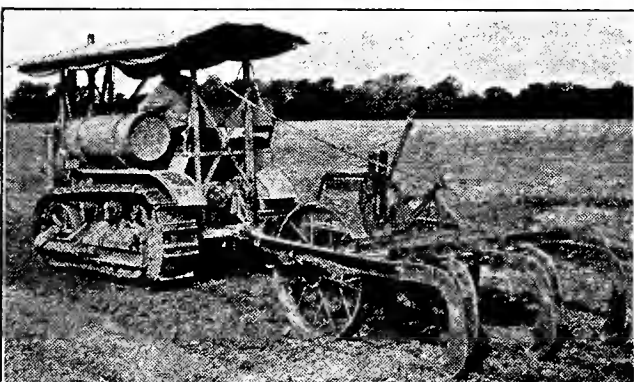
J. C. GRIGG, Iowa

"My Strawberries bring me \$500 per acre; Red Raspberries \$500 per acre; Blackberries \$450 per acre profit **each year**. I like your stock the best of any in the country. It's thriftier and more productive."



J. S. ZAPP, Kentucky

"Your Concord Grape vines are wonders. My 500 vines bore 317 bushels the third year. Cleared \$206. Crop will no doubt double next year."



Emlong's Superior Advantages and Equipment

Ideal Location and Soil

Our nurseries are located in the heart of Southwestern Michigan's famous fruit belt. Here we have an ideal climate for growing Nursery Stock. Long growing season, frequent rains, sub-zero winter weather. These conditions make for extreme **HARDINESS** and **VIGOR** in our Nursery Stock.

We have selected over 750 acres of the finest soil available. Every acre is rich, mellow, sandy loam—high and well drained, producing a **MARVELOUS ROOT SYSTEM** on plants and trees. This insures **RAPID GROWTH** and **LONG LIFE** in stock after you transplant it. (No sappy, black-rooted, low-ground stock on our farms).

Constant Soil Improvement

We don't stop with the ideal facilities Nature has provided! Every acre is brought to the **PEAK OF EFFICIENCY** with an **EXPERT SOIL IMPROVEMENT PROGRAM**. Every field is studied and planned three years in advance! Heavy stands of cover crops are turned under to enrich the soil, carloads of manure and other fertilizers applied every year. **OUR LARGE ACREAGE** makes it possible to rotate our fields **EVERY YEAR** (an advantage small nurseries lack). This means **DISEASE-FREE STOCK**, with **EXTRA VITALITY**. It also means that you get only **YOUNG STOCK** which is the **ONLY KIND FOR SUCCESSFUL TRANSPLANTING**.

Unrivalled Equipment

It is impossible to show you even a small part of the tremendous amount of equipment required to grow nursery stock **RIGHT**. We combine brain-power, man-power, and machine-power to run this big business. No other nursery has such **COMPLETE** and **SPECIALIZED** equipment as Emlong. We employ over \$100,000 worth of modern machinery. Note the special 30-ton tractor plowing five furrows at once; sub-soiler which pulverizes soil twenty inches deep (to encourage long root growth); multiple-row cultivator; multiple-row sprayer (used regularly to control insects and disease). Many other machines are used in plowing, fertilizing and digging stock. Covered, wind-proof trucks haul plants from fields to packing house without exposure to the drying elements. Grading and packing buildings are equipped for efficiency.

All propagating stock is **HAND-SET** at extra cost; all hoeing, grading, cleaning, pruning and tying done by hand—the safest way. This work requires 50 to 150 men. These operations are supervised by **EXPERTS OF LONG EXPERIENCE**. All these things are necessary to produce stock of **EMLONG SUPER-QUALITY**. Large scale production under scientific methods enables us to put the best of **HEALTH, VIGOR, GROWING AND FRUITING ABILITY** into our stock. No other nursery can match these advantages and facilities—so how can you hope to get stock of **EMLONG QUALITY** elsewhere?

Quality

MAKE
OUR SLOGAN
YOURS

The "Key" to Your Success

In fruit growing, as in other businesses, some grow rich while others barely get by. That's because some plants and trees produce **BIG, PROFITABLE CROPS**, and others very little. There's as much difference in **EMLONG QUALITY** plants and "common plants" as there is **THOROBRED LIVESTOCK** and "scrub" livestock. It has taken us over a half-century to **BREED QUALITY** into our fruit stock. This has been done by rigidly careful selection of **PROPAGATING** stock, eliminating all weaklings and using only healthy, thrifty, well-rooted specimens from which to grow **NEW** planting stock for our customers.

Some-
thing
to
"BOAST
ABOUT"

The Word of Greatest Importance to You

You can get more **FRUIT** and more **PROFIT** from **one** acre of **FIRST QUALITY** nursery stock than you can from **three** acres of cheap stock. That's why, no matter what amount you have to invest in nursery stock, you might better buy a **THIRD AS MUCH** if necessary, and **GET THE BEST**—than to buy three times as much cheap stock with the same money and lose out on the **PRODUCTION** and **PROFIT** end! When you buy nursery stock you are not just paying for a bundle of plants or trees—you **really** pay for the **INHERENT ABILITY** of that bundle of stock to **PRODUCE FRUIT** and **MAKE MONEY** for you!

There are five ways in which **FIRST-QUALITY** nursery stock proves itself. First—the ability to make a **PERFECT STAND** when transplanted. Second—in the production of **HEAVY CROPS**. Third—by **BEARING** over the **LONGEST POSSIBLE PERIOD** OF TIME. Fourth—the **IN-BRED** ability to produce **LARGE, ATTRACTIVE, "A" GRADE FRUIT**. Fifth—by rewarding you with **HIGHEST PRICES** and **MAXIMUM PROFITS** on the fruit you sell. On these five points hangs your **SUCCESS** or **FAILURE** in fruit growing. **EMLONG QUALITY** stock cannot possibly be duplicated by jobbers and inexperienced nurserymen who offer you weak, half-developed, carelessly grown, diseased plants dug out of an old "run-out" fruiting field. None of our plants are permitted to bear fruit before they reach you—that power is reserved to work for **YOU**. After all, it's the

BEARING-POWER That Marks the Difference Between QUALITY Plants and "SCRUB" Plants

This statement has been proven thousands of times by our customers. For instance: An Iowa customer reports **triple profits** from Emlong Premier Strawberry plants compared with Premier from another source. An Ohio customer says the Raspberry plants which he bought of us **12 YEARS AGO** have given him **10 BIG CROPS**, and look as though they are **GOOD FOR THAT MANY MORE**. An Indiana customer says the Blackcaps picked from his Emlong plants were nearly the size of quarters and sold for twice the price of others. You, too, can enjoy **BIG CROPS** and **BIG PROFITS** if you take Emlong's advice—**START WITH QUALITY** and **FINISH WITH QUALITY**—for what our **PLANTS ARE**, your **FRUIT CAN BE!**



Justly Proud

are we of these vast fields of Emlong "Huskies," stretching away over hundreds of acres. Not a "miss" or a blemish, not a weakling to mar the beauty of the scene! These healthy, thrifty plants smile up at you like a million **JEWELS**—and they **ARE THE SOURCE** of **REAL PROFIT** you can enjoy if you choose **QUALITY**. Every plant is **NEW**, and all the **BEARING POWER** is reserved for **YOU**. (Exclusive Emlong Photos).



EMLONG STABILITY

RELIANCE



R. TROTTIER.

"Your nursery is the only one in which I have every confidence."

New Hampshire.



W. W. SONNENSCHIEIN.

"As secretary of the Quincy Fruit and Vegetable Growers Ass'n., I have been buying plants in 100,000 lots for our members for years. We place the utmost confidence in your stock."

Quincy, Ill.



H. SCHLICHTING.

"During the past years I have purchased about 400,000 fruit plants from you. You have given me a square deal always. I know when I buy from Emlong I'll get just what I order. Sheboygan Falls, Wis.

Our Priceless Heritage

We boast a foundation built on the old, but ever new, principle of giving our customers just what we agree to. It's worth everything to you to know that you can absolutely **DEPEND ON EMLONG** to give you the **MOST** and the **BEST** for your money. We go even farther by doing everything in our power to see that you get satisfaction, good yields and profits from our stock.

Emlong has been growing nursery stock for nearly 60 years. We are not a "mushroom firm" that grew up overnight, and is likely to be gone tomorrow. Our business did not grow by leaps and bounds—it increased steadily and substantially over a period of many years. Growing nursery stock has not been a "get rich quick" proposition with Emlong. We are not here to "fleece" the public, but to make an honest living in the work we enjoy—just as you are. We keep our prices as reasonable as possible in keeping with general conditions, asking only a **LEGITIMATE PROFIT** on which to do business in a **WORKMAN-LIKE MANNER**, and thus continue to give you the **QUALITY** that's so necessary to maintain your complete satisfaction and insure future business relations. After all, was it not **OUR CUSTOMERS** who built this great nursery business for us with their **SUPPORT** and **CONFIDENCE**?

"Good as Gold"

Stability counts for everything in these hectic days of changing business conditions. That's why Emlong has been able to come through the longest and worst depression in the history of this country with "head up" when thousands of others failed! It's because those who know Emlong say, "**HIS WORD IS AS GOOD AS GOLD**," for they know that he will "stay by the ship" until he carries out every agreement. You like to feel that the man you are dealing with is going to be **right there** in business in years to come, where he can **BACK UP HIS CLAIMS**. Thousands of commercial growers and fruit associations throughout the country insist on Emlong stock every year, because they never question our reputation for **RELIABILITY**, **HONESTY** and **SQUARE DEALING**. If our dependability appeals to them when they have so much at stake, we are sure it will please you.

The Best—For You

These same principles apply in smaller matters. We bend every effort to keep our stock **TRUE TO NAME**. During the "hard times," when others were slackening their pace, there **WAS NO LET UP** on the amount of fertilizer that went into our soil, and labor expended in keeping our stock up to our usual mark of perfection. We put the **BEST** into it so you could get the **MOST** out of it! During the worst drought of the century, coming on the heels of the depression, we put our stock under irrigation to protect it, even though we needed that money for other expenses. We are proud to say today that every acre of Emlong stock was brought through the drought **WITHOUT INJURY**. In fact, visitors in this locality last fall marveled at the wonderful growth of our stock. We have given unlimited time, money, plants and soil to cooperate with the U. S. Department of Agriculture in endeavoring to locate the causes of plant diseases and their remedies. Fruit growers everywhere will benefit by these efforts. Our State Horticulturists will testify to the fact that we use every precaution to keep our stock the best in the country.

These things **MEAN SOMETHING** to you when considering where to buy nursery stock. They mean that we are working for you and with you to produce better plants that you may grow better fruit. Give us your support by favoring us with your orders for nursery stock and we'll prove that **IT PAYS TO DEAL WITH A FIRM NOTED FOR ITS STABILITY**.

HONESTY



T. POSTMANN.

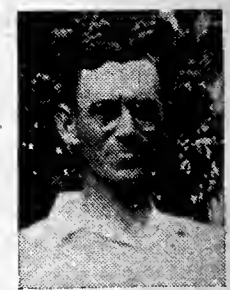
"I want to compliment you on the **fair and square** treatment you give me. Been buying stock 50 years and know **good stock** when I see it." Iowa.



NEIL SLAVIN.

"I have found that I can always get **quality** from Emlong's. Your stock stood the past two years' drought fine. I can depend on your stock being all that is desired."

Detroit, Mich.



T. CHISHOLM.

"Thank goodness there is an **honest nurseryman** left in this country." New Jersey.

FRED OELKE.

"When I need nursery stock I'll always remember I got a **square deal** at Emlong's." Ohio.

CONFIDENCE

CONFIDENCE

WE BUILD ON OUR CUSTOMERS' CONFIDENCE

Something to think about

PRICES

In all fairness to our customers we feel that a word of explanation is due about prices this year. It can be truly said that during the past several years, realizing the scarcity of ready cash throughout the country, we have sold nursery stock at the **LOWEST** possible prices. We tried to make it as easy as possible for you to plant the necessary things and keep your fruit fields in "tip-top" condition despite the times. We regret, however, that the cost of fertilizer, packing material, labor, etc., have raised our cost of production to the point where we are unable to maintain these low price levels any longer.

THERE WILL BE NO PRICE-CUTTING. The prices quoted in this book will hold good until June first—or as long as the supply of stock lasts. **WE WILL NOT ISSUE ANY LAST-MINUTE BARGAIN FOLDERS.** The **SUPPLY OF NURSERY STOCK IS EXTREMELY SCARCE** and it has become necessary for Nurserymen to organize and establish uniform selling prices in accordance with methods pursued by other businesses. Prices are necessarily higher, but we have tried to make it easier for you by allowing substantial cash discounts for January and February orders, as outlined in the front part of this book.

When you deal with Emlong you are buying direct from the **GROWER** and save $\frac{1}{3}$ to $\frac{1}{2}$ over prices asked by firms selling through agents. **EMLONG QUALITY STOCK** costs you no more than common stock, but you **GET MORE FOR YOUR MONEY** because of what our stock **DOES FOR YOU**. So, take care not to be fooled by "cheap john" offers, or robbed by unscrupulous dealers offering stock of uncertain origin and merit. **CONSIDER CAREFULLY THE NAME, REPUTATION and ABILITY** of the nurseryman with whom you deal.



SPRING PLANTING

It is imperative that we impress our customers with the importance of planting **ALL NURSERY STOCK** in the **SPRING** to obtain most satisfactory results. This is particularly true in northern and central states. Every condition is **IDEAL** for transplanting in early spring—soil and weather are right, and stock is dormant so that handling will not injure it. Plant as soon as the frost is out of your ground so that the stock gets the benefit of spring rains. All nursery stock should be planted when as nearly **DORMANT** as possible.

There is a mistaken belief among inexperienced gardeners and farmers that most nursery stock can be planted in the fall as successfully as in the spring. Some folks even request shipments during the hot summer months, and frozen winter months. We cannot do this. We do not have storage cellars, but **EVERYTHING IS FRESHLY DUG** to fill our orders each day during the proper shipping and planting season. The only **PROPER** time to transplant Strawberries is **EARLY SPRING**. This is due to the fact that **ONLY THE YOUNG RUNNERS** which come from the propagating stock and take root during the summer months are suitable

for transplanting. They are not properly rooted or mature enough to **MOVE** until October. If transplanted at that time they make no further growth until spring, hence you **GAIN NOTHING** by transplanting in the fall as they will not **BEAR** any sooner than if you waited until spring to plant. (Don't let anyone fool you by offering 2-year Strawberry plants for sale—a 2-year Strawberry plant is of absolutely no value for transplanting, and would never **BEAR FRUIT**).

Propagating stock of Raspberries and Blackberries is set out in the spring, and the young suckers and tips which take root during the summer months are **THE NEW PLANTING STOCK**. The 2-year Raspberry and Blackberry plants are also suitable for transplanting, but **nothing older**. These plants **MUST BE PROPERLY ROOTED, MATURE,** and the **NEW GROWTH HARDENED BY FROST** to send the sap down into the roots before plants are ready to dig. This time would be late October. They can be transplanted at that time, but you gain nothing as the plants make no further growth until spring—except in extreme southern states.

WE HAVE GIVEN YOU THIS INFORMATION FOR YOUR OWN GOOD—TO HELP YOU SUCCEED.

Order Early

This year—of all times—don't delay ordering until late spring, for you are likely to be disappointed. There is only about one-third enough nursery stock available this year to fill the normal demand, and indications point to more than normal demand. We have enough stock for **EMLONG CUSTOMERS**, but there are many nurseries who lost heavily from frost and drought and we will be called upon to help them supply their customers. We like to **SERVE YOU FIRST**, and urge you to let us **RESERVE** your needs during January or February if possible.

THIS IS THE ONLY CATALOG AND PRICE LIST we will send our customers this spring. Don't look for any Bargain Folders or Cut-Price offers—stock is too scarce. There's a **NICE CASH DISCOUNT** offered in the front of this book for early orders—you can't afford to overlook it.



*Be
Wise*

**OVER 200,000 SATISFIED CUSTOMERS CAN'T BE WRONG
FOLLOW THEIR EXAMPLE ✧ ORDER FROM EMLONG**

\$7,000,000 PROFIT from Plants Like These

You Can Share It!

This is a bundle of Emlong Raspberry plants, trimmed ready to ship October 26, 1934. We have over three million of these sturdy, well rooted giants, Red and Black varieties, ready to supply our customers this spring. The profitable fruiting life of these millions of plants will continue from 8 to 12 years, during which time Emlong customers will enjoy fully \$7,000,000 cash profit from them. Thousands are making big money growing Raspberries. They write us every day of the year, reporting incomes of \$500 to \$1000 per acre each year from Emlong Raspberry plants, even during hard times. You, too, can **get your share** of this fine profit. Get started this spring, don't delay your success another year.

Start Right

Those who attain the greatest success are growers who take every precaution to secure the **BEST PLANTING STOCK** and follow approved methods of growing. We furnish complete planting instructions free. Emlong customers say experience has taught them that Emlong plants are **FAR SUPERIOR** to others, for the following reasons: 1—**VIGOR OF PLANTS**. They make 100% stand and a strong, rapid growth, in every part of the country. 2—**PRODUCTIVENESS**. They bear double and triple the yield of other Raspberry plants. 3—**LONGEVITY**. They have an extra long bearing life, producing paying crops 4 to 7 years longer than common plants. 4—**GRADE OF FRUIT**. Produce immense **FIRST QUALITY** berries, which are easy to pick and sell. 5—**PROFITS REALIZED**. Are double and triple those made with common plants.

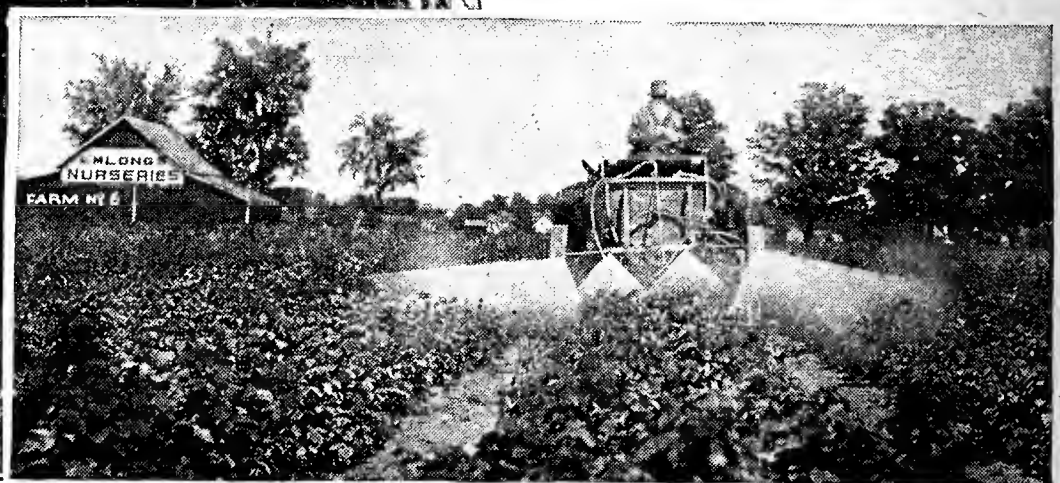
Our Experience Safeguards Your Success

Emlong grows and sells more Raspberry plants than all other nurseries in the country. Every year the demand for our **SUPER-BEARING** plants increases. This year we have hundreds of acres of big, husky plants that have been carefully grown and will be dug, graded and packed by **EXPERTS**. They are grown **FOR PLANTS ONLY**, which means they are not permitted to bear fruit. **ALL THE VITALITY AND BEARING POWER IS RESERVED FOR YOU**. All plants are dug fresh daily during the shipping season—we have no storage cellars in which roots might become mildewed or dried out—thus reducing their vitality. Drought injury is unknown in our Raspberry fields. We irrigated consistently during the dry months, and had ample rainfall in the early fall to mature all plants perfectly. They have been twice inspected by State Horticulturists, and every vestige of disease destroyed. We can assure you that we have the **FINEST RASPBERRY PLANTS IN THE WORLD THIS YEAR**.

Deal With the Expert

Don't waste time, money and land on cheap, poorly rooted, diseased stock dug out of old fruiting fields—it is sure to bring disappointment. Whether you want only a few Raspberry plants for your garden, or wish to become a big, successful commercial grower, **IT WILL PAY YOU TO DEAL DIRECT WITH THE WORLD'S LARGEST GROWER**. Emlong's **SUPER-BEARING** plants **COST NO MORE** but they **DO MORE!**

COPYRIGHT, 1935, EMLONG'S NURSERY



QUICKER PROFITS from BLACK OR RED RASPBERRIES

Emlong's Bearing-Age Plants Save a Year

Emlong's Bearing-Age Red and Black Raspberry plants are TWO-YEAR TRANSPLANTS. They're mature plants—ready to bear. They have a fully developed top and root system, as a result of two years intensive culture in our specially adapted soil. When they reach you they are packed full of vitality—all ready to take hold and grow with amazing rapidity. These Bearing-Age plants save a whole year. And they save more than that—by saving you the tedious waiting and patient care of that important second year. It's just as though you had our expert fruit growers take care of your patch for you a year, and turn it over to you in perfect condition—ready to bear fruit.

Have Berries in Three Months

Now you can start growing Raspberries and GET QUICK ACTION. Note the typical Raspberry transplant at the right. Such plants will make a head start in any garden or field. No more long waiting. Fine big berries ready to eat or sell within three months after you set out the plants! The bearing begins on the old wood. Not just a few scattering berries, but enough to pay well.

Many customers report yields the first season large enough to supply the family table and bring in enough cash to pay the entire cost of plants and cultivation. Compare that with the old-fashioned way of Raspberry growing, where everything goes out and nothing comes in the first year. Then you'll decide that you want Emlong's Bearing-Age plants.

Big Crop Next Year

Not only do Emlong's Transplants bring you a cash crop the first year. They bear almost a FULL CROP the second year. They bring you bigger and better crops for years to come, and keep right on making extra money for you. They are sturdy, disease-resistant, and produce the finest fruit possible for each variety. You can't get such results with ordinary plants, but you can with Emlong's SUPER-BEARING-AGE TRANSPLANTS.

Choose From Popular Varieties

Bearing-Age plants are available in all leading varieties. We have over 100 acres in choice transplants this year, to try and meet the ever-growing demand. However, this stock sells out early every year. ORDER YOURS NOW, as first orders must receive preference. PRICES WILL BE PRINTED UNDER VARIETY DESCRIPTIONS.

Warning Raspberry plants are not suitable for transplanting after being grown over two years by a nurseryman. Don't be fooled by dealers offering old three- or four-year stock—it's no good to you. Only fresh, young stock will grow and bear satisfactorily.



Above—Here is a typical Emlong Blackcap Transplant, showing strong body and well balanced "T-ROOT" development.

Below—One of our fine fields of Transplants as they appear the fall before digging. "Slick as a whistle," aren't they?



LATHAM—The Late Wonder

The World's Greatest

Latham has won its place as the World's Greatest Red Raspberry of all time! Expert growers agree that it is the one variety that leaves nothing to be desired! Plants are exceptionally healthy, hardy, vigorous growers, and succeed on all soils. EMLONG LATHAM plants have undergone our special system of "building up" on ideally prepared soil, and show a marked improvement over common Latham in VIGOR, YIELD, QUALITY OF FRUIT, and length of profitable BEARING-LIFE. They COST NO MORE than ordinary Latham.

Supreme Quality

Latham berries are uniformly immense in size, averaging three-fourths to one inch in diameter. In topping pint boxes only five berries are required each way to make a beautiful "pack." Unlike most large fruit, the quality of Latham is extra firm—in fact, the firmest of any Red Raspberry, and seeds are small. The flavor is delightfully rich. Color a deep, glowing red—makes them so enticing they bring higher prices than other varieties. Latham is a combination EXTRA FANCY table berry and EXTRA FIRM shipping berry.

A Phenomenal Producer

Latham excels in QUANTITY as well as quality. The plants are extremely vigorous growers, often attaining a height of 6 to 8 feet in a season. When this top growth is properly pruned back, the enormous power that is "pent up" in those strong roots spends itself producing a record-breaking crop of fruit every year. The fruiting season starts a week to ten days after Chief, and continues an unbelievably long time. When weather is favorable it is almost everbearing, as thousands of growers claim they pick many crates of berries through the fall months.

Gets the Last Dollars

When Latham berries ripen they cling to the vines for several days. Thus no berries are wasted. They do not crumble, even when grown on poor soils. These facts, coupled with the long fruiting season, heavy yield, beauty of fruit, combine to make Latham the biggest money-making Raspberry. After other varieties are gone, Latham keeps on ripening berries, which reach the market when prices are soaring. If you can plant only one variety, LATHAM IS "IT."

PRICES OF EMLONG LATHAM RASPBERRY PLANTS

	6	12	25	50	100	200	300	400	500	1000
Selected 1-yr. plants		\$0.45	\$0.85	\$1.50	\$2.65	\$4.75	\$6.25	\$7.50	\$8.75	\$16.85
Medium 1-yr. plants65	1.15	1.85	3.25	4.95	5.85	6.75	12.50
2-yr. transplants65	1.00	1.75	2.75	4.95	8.85	11.50	14.25	16.50	31.50

EMLONG'S FOUR STAR RASPBERRY PLOT

Every one of these varieties is a Star Money-Maker! Only one-fifth acre required, but profits of \$150 and up per year are easy.

- *100 CHIEF. Early red.
- *100 LATHAM. Late red.
- *100 LOGAN. Early black.
- *100 CUMBERLAND. Late black.

All selected, 1-yr., No. 1 plants.

\$8.20

"Three acres of Raspberries net more profit than 80 acres of other farm crops."—
C. E. PUTNAM, Mich.



**EMLONG'S
Ready-to-Bear
RED RASPBERRY GARDEN**
This assortment keeps your table supplied with berries from July till winter. Wonderful value!
12 CHIEF. Early red.
12 LATHAM. Late red.
12 ST. REGIS. Everbearing.
36 BIG 2-YEAR BEARING-AGE TRANSPLANTS
\$2.40

CHIEF—*The Early Marvel*

The Market Leader

Chief has now established its place as the leading Early Red Raspberry throughout the country. It ripens with Early King, about a week to ten days ahead of Latham, but far outclasses Early King in every respect. Being the first large, attractive Raspberry to ripen, Chief gets those first enthusiastic premium bids of \$5.00 to \$8.00 per crate on the market. With Chief as your leading early, and Latham as your leading late variety, you will have a fruiting combination that reaches all markets and brings highest profits.

Astonishing Yield

The prolific yield of big, perfect berries produced by Chief has astonished berry growers and horticulturists everywhere. Chief is a sure cropper every year, covering a very long fruiting season. Two-year-old plantings have produced 200 crates per acre. Every berry matures to full size and never crumbles. Berries cling to the bushes firmly, protecting the crop against losses from wind and storm. These features help to promote a bumper crop, making Chief rank next to Latham on the scale of profit-makers.

Marvelous Fruit

We call Chief a Super-Quality Raspberry. It equals Latham in beauty. The berries are the same deep, snappy red that is so handsome and appetizing. They are real "nuggets" of tantalizing flavor. Fully as large as Latham and three times the size of Early King berries. A splendid keeper and shipper, always bringing higher prices than other early varieties. Take advantage of Chief's money-making magic by planting a large acreage this spring!

Sturdy Plants

As Chief is a product of the far North, the plants are perfectly hardy. They are mighty strong growers, succeeding in all climates and on all soils where Raspberries are grown. The foliage is tough and leathery, making plants resistant to disease. Long, moisture-gathering roots protect them against drought. EMLONG'S CHIEF are the healthiest, heaviest fruiting strain available—yet they COST NO MORE than ordinary Chief. (See colored photo on back cover).

PRICES OF EMLONG CERTIFIED CHIEF RASPBERRY PLANTS

	6	12	25	50	100	200	300	400	500	1000
Selected 1-yr. plants		\$0.45	\$0.85	\$1.50	\$2.65	\$4.75	\$6.25	\$7.50	\$8.75	\$16.85
Medium 1-yr. plants65	1.15	1.85	3.25	4.95	5.85	6.75	12.50
2-yr. transplants65	1.00	1.75	2.75	4.95	8.85	11.50	14.25	16.50	31.50

LOGAN—*Best Early Blackcap*

Challenge Quality

Logan is the one Early Blackcap which we feel comes nearest the standard of excellence set by Cumberland. The berries are equal to Cumberland in size, and much larger than other early varieties. Logan quality is exceptionally firm. The berries all mature to full size and are remarkably free from crumbling and seediness. They have a distinctively rich, wild, tartness of flavor that is different than other Blackcaps. The color is deep, glossy, purplish black.

Rapid Grower

Logan plants are sturdy, rapid growers, quickly establishing abundant roots and bushy tops so as to commence bearing in the shortest possible length of time. Highly resistant to drought, cold weather and diseases. As with other kinds of plants, EMLONG LOGAN are the **choicest**. They are carefully graded and yield the best and most fruit. For this extra quality you **pay no more** than for common Logan plants. (See colored photo of Logan on back cover).

Abundant Yield

Logan is an enormous and dependable yielder, ranking with Cumberland in most localities, but outyielding this famous variety in many sections of the country. The berries are borne in immense clusters, making them easy to harvest. Covers a long fruiting period, reaching well into the Cumberland season. Every berry can be used and there is never any loss from wind or storm as the berries cling tenaciously to the bushes until picked.

Gets Early Profits

As Logan berries ripen and reach the market a full week ahead of Cumberland, they bring top-notch prices. Aren't all berries especially appetizing when you get them ahead of the usual season? Logan berries never look dried or mushy in the boxes like some early varieties, therefore, they are sure to sell at premium rates. With Logan early and Cumberland late you will have a fruiting team that can't be beat for yield and profit. Plant heavily this spring!

PRICES OF EMLONG CERTIFIED LOGAN PLANTS

	6	12	25	50	100	200	300	400	500	1000
Selected 1-yr. plants		\$0.45	\$0.85	\$1.45	\$2.60	\$4.65	\$6.25	\$7.45	\$8.50	\$16.75
2-yr. transplants65	1.00	1.75	2.75	4.95	8.85	11.50	14.25	16.50	31.50



"Had I planted two acres Raspberries, the depression wouldn't have hit me."—
E. ELLIS,
Conn.

ALL-STAR
BEARING-AGE
RASPBERRY GARDEN
These bushes make a fine backyard hedge, and you can enjoy all the Star Raspberry flavors.
★ 6 CHIEF. Early red.
★ 6 LATHAM. Late red.
★ 6 LOGAN. Early black.
★ 6 CUMBERLAND. Late black.
All 2-yr., Bearing-Age Transplants
\$2.00



"I made \$3000
from 3 acres
Raspberries in
one year." —
W C WEB-
STER,
Indiana.



EMLONG'S
READY-to-BEAR
BLACKCAP GARDEN
 Supply your table and canning needs
 with Blackcaps from your own gar-
 den! Have delicious berries this year.

12 **LOGAN.** Early.
 12 **CUMBERLAND.** Mid-
 season.
 12 **QUILLEN.** Late.
 36 **BIG, BEARING-AGE**
 TRANSPLANTS
\$2.50



CUMBERLAND

The Dependable All-Purpose Blackcap

Queen of the Market

For many years Cumberland has held first place among Blackcaps. In spite of all the new varieties that have been introduced, there are none better than the old reliable "Business Blackcap." It sets the standard of quality and production by which other Blackcaps are judged. Ripens a week later than Logan, and continues fruiting over a long season. Plants bear young and produce paying crops over a period of many years. If you want only ONE Blackcap, and are not familiar with varieties—Choose CUMBERLAND.

Does Well Everywhere

We do not know of a Raspberry that succeeds on all soils and in every part of the country like Cumberland! The bushes are healthy, strong growers, boasting long roots and well balanced tops, which are well able to survive drought, severe winter temperatures, and poor soil. (See pictures of Cumberland plants on pages 10 and 11). They also support and mature thoroughly the tremendous load of fruit which is sure to come. Every berry ripens evenly and is free from seediness and crumbling.

Highest Quality Fruit

Cumberland berries are produced in mammoth clusters on the tips of branches. Very easy to pick. Each berry is fully three-fourths to one inch in diameter. They are plump and juicy, but extra firm in quality. For canning and long-distance shipping they have no equal. They are luscious and honey-sweet in flavor, whether eaten fresh or canned. Blackcaps also make fine jam, pie, and juices.

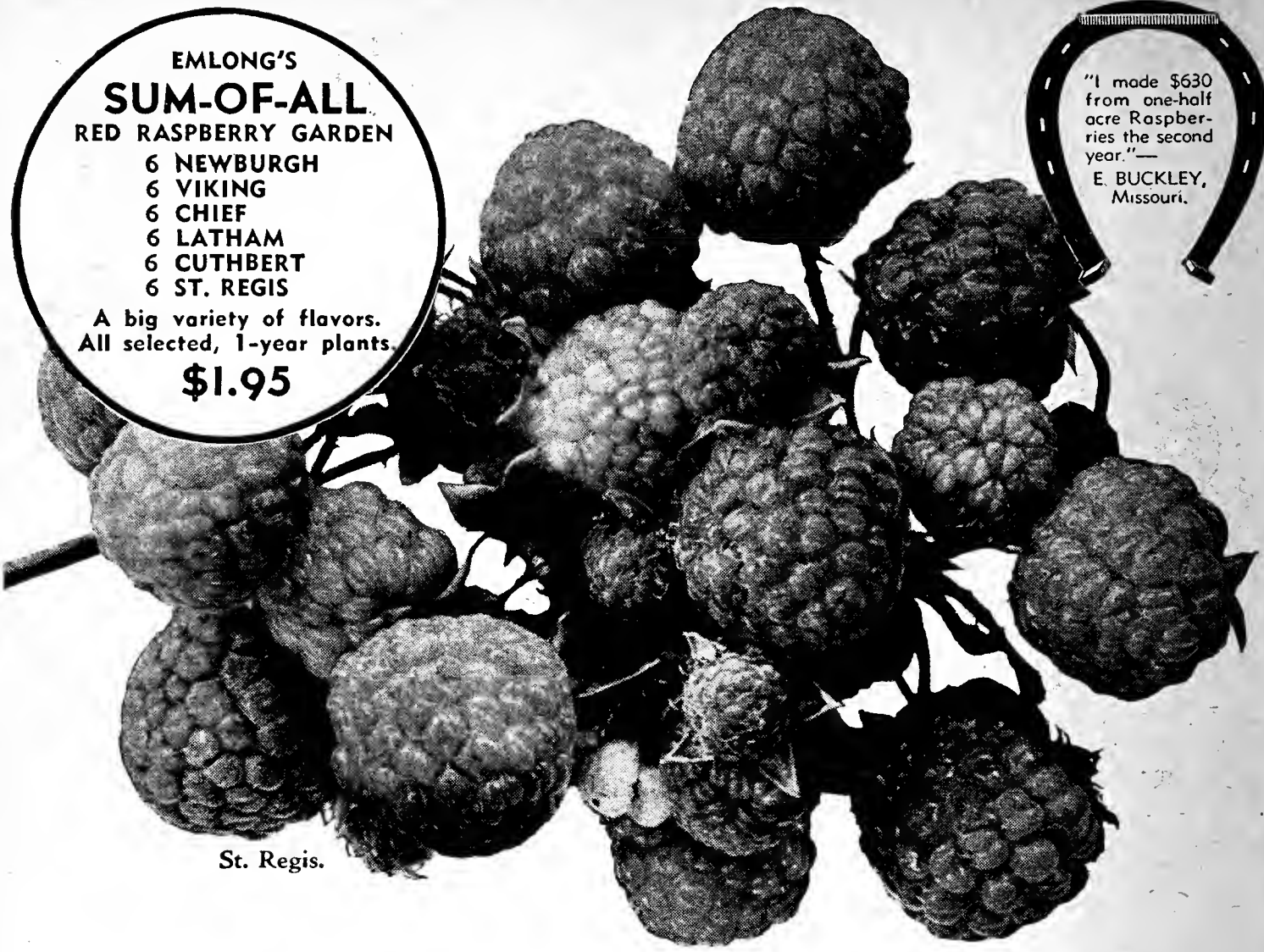
Makes Big Money

Make your Blackcap plantings with EMLONG'S Super-Quality Cumberland. They have had the advantage of years of careful breeding, selection, and ideal growing conditions. From our certified disease-free plants you will harvest BETTER berries, BIGGER and MORE crops than from any other Cumberland plants. This Super-Quality costs you NOTHING EXTRA. (See the colored photo of Cumberland berries on front cover).

PRICES OF EMLONG CERTIFIED CUMBERLAND PLANTS

	6	12	25	50	100	200	300	400	500	1000
Selected 1-yr. plants		\$0.40	\$0.75	\$1.25	\$2.35	\$4.25	\$5.75	\$6.85	\$7.75	\$14.85
2-yr. transplants60	.95	1.65	2.65	4.75	8.35	10.75	13.50	15.50	29.50

EMLONG'S
SUM-OF-ALL
RED RASPBERRY GARDEN
 6 NEWBURGH
 6 VIKING
 6 CHIEF
 6 LATHAM
 6 CUTHBERT
 6 ST. REGIS
 A big variety of flavors.
 All selected, 1-year plants.
\$1.95



"I made \$630 from one-half acre Raspberries the second year."
 E. BUCKLEY, Missouri.

St. Regis.

ST. REGIS **EVERBEARING RASPBERRY**

St. Regis is the leading fall-bearing Raspberry. It ripens extra early and produces a big crop during the regular Raspberry season, then continues to bear throughout the summer and fall months, on both the old and new canes. A very hardy variety, withstanding the coldest winters and driest summers.

The berries are medium to large in size, a brilliant crimson color. Flavor is rich, sweet, and especially tempting during the fall months. Has good keeping qualities, making it a splendid shipper. Growers receive \$6.00 or more per crate for St. Regis in the fall. If you can't grow them for market, plant enough to supply your family needs. The 2-year transplants will give you fruit the first year.

Mr. E. Buehrlin, of Missouri, says, "The St. Regis plants purchased from you have been a source of much pleasure to my family and friends. They produce a big supply of lovely berries every year from June to November."

New VIKING Red Raspberry

The new Hardy Giant which invaded this country from Canada. Mammoth, bushy plants that root deeply to carry them through the drought and enable them to escape winter injury. Immense thimble-shaped berries. A bright, lively red color makes them attractive and easy to sell. Firm quality; mild flavor. Ripens between Chief and Latham. Deserves a fair trial, as it may be just the right variety to fit your particular taste or market demands.

New NEWBURGH Red Raspberry

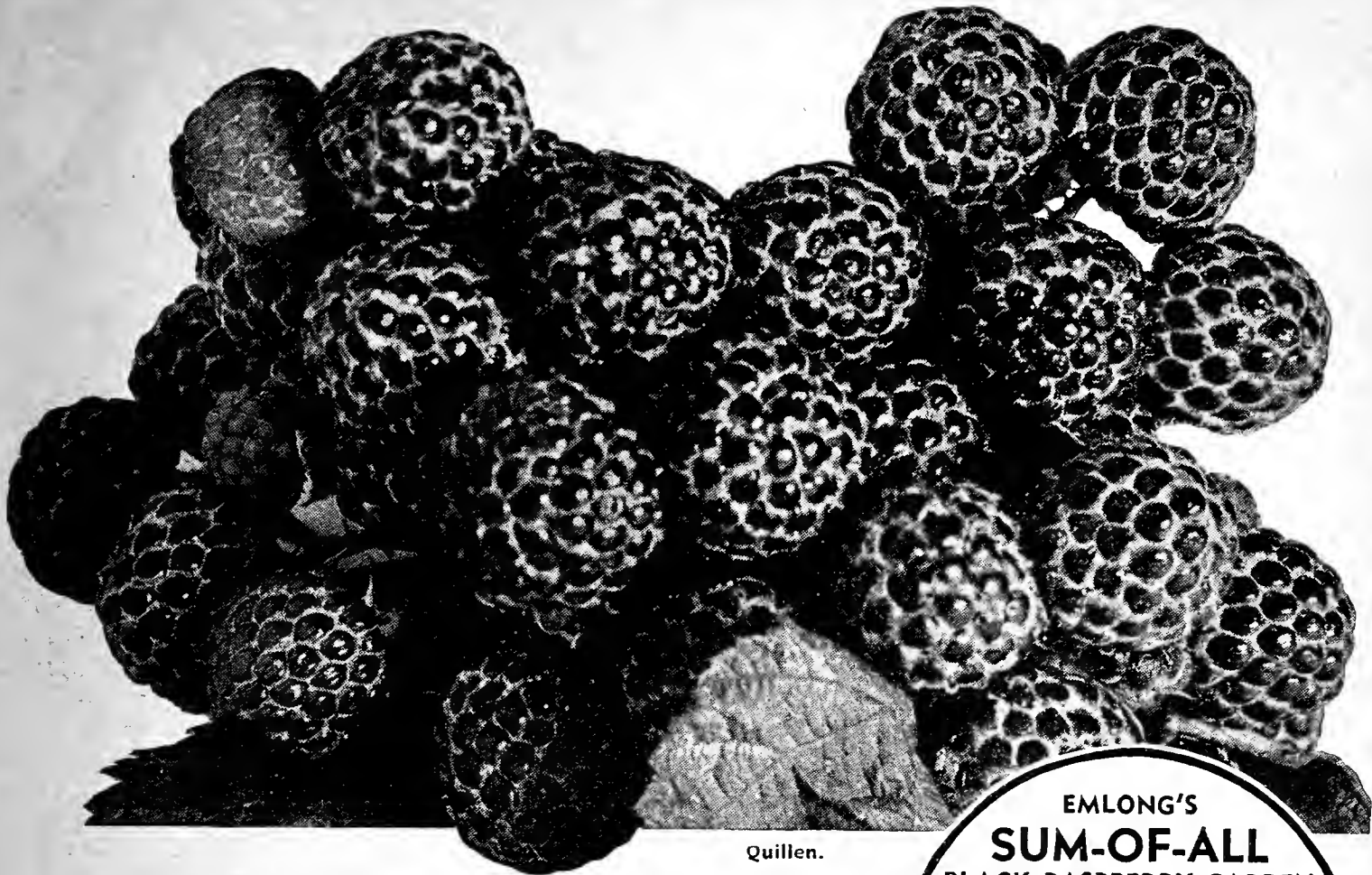
A new medium-early variety that has taken the eastern states by storm. New York horticulturists claim it withstands more cold weather and is more immune to disease than any other Red Raspberry. Plants are strong growers, of branching habit. Heavy yielder. Produces vivid red fruit, with a new tangy flavor. Not quite as large as Latham, but excellent in keeping quality and free from crumbling. We predict it will soon hold an important place among commercial Raspberries.

CUTHBERT Red Raspberry

A midseason variety that has long held an important place as a commercial Raspberry. Unexcelled for canning and shipping. Berries are large, thimble-shaped, richly colored. Plants unusually thrifty growers. Very hardy. Those who like Cuthbert won't accept a substitute!

PRICES OF EMLONG CERTIFIED PLANTS OF THE ABOVE VARIETIES

	6	12	25	50	100	200	300	400	500	1000
St. Regis. Selected 1-yr. . .		\$0.60	\$1.00	\$1.65	\$2.95	\$5.50	\$7.85	\$9.75	\$11.25	\$21.50
St. Regis. Transplants70	1.10	1.90	3.00	5.40	9.65	12.65	15.65	18.00	
Cuthbert. Selected 1-yr. . .		.45	.85	1.50	2.65	4.75	6.25	7.50	8.75	16.85
Cuthbert. Transplants50	.90	1.50	2.50	4.50	8.25	10.95	12.50	14.85	
Newburgh. Selected 1-yr. . .	.75	1.25	1.85	2.95	5.50	9.50	13.50	15.75	17.85	
Viking. Selected 1-yr.65	1.00	1.75	2.75	4.95	8.85	11.50	14.25	16.50	



Quillen.

QUILLEN—Late Blackcap

Here is the Blackcap that enables you to "get in" on the extra late profits. It ripens a little later than Cumberland, prolonging the Blackcap season nearly a week. Quillen berries have an extremely rich, satisfying flavor. They are blacker in color than other varieties, and very attractive. Each berry large and round, produced in clusters.

We find Quillen plants to be especially resistant to anthracnose, and recommend them especially for planting in localities where that disease is prevalent. If you are growing Logan and Cumberland, plant some Quillen with them to get the last Blackcap profits of the season.

KANSAS Early Blackcap

Earliest of all Black Raspberries. A very strong grower, and produces its crops of fine, bright purplish black berries in a short time. Berries are medium to large, good quality, very juicy and of fine flavor. Kansas is perfectly hardy, resists drought, and does well in many western localities where other varieties fail.

COLUMBIAN PURPLE CAP

We highly recommend this variety for canning, preserving, jams and pies. The berries are large, with a deep cardinal-purple coloring. Flavor is rich and delicious. Plants are hardy, vigorous growers, and immensely productive. They are impartial to soil or climatic conditions. Especially favored in eastern states, but do equally well anywhere and should be in every home garden.

EMLONG'S SUM-OF-ALL BLACK RASPBERRY GARDEN

Sample all the Blackcaps and decide which you like best.

- 6 LOGAN
- 6 QUILLEN
- 6 KANSAS
- 6 CUMBERLAND
- 6 PLUM FARMER

30 Big, 1-yr. selected plants

\$1.00

PLUM FARMER Early Blackcap

A popular and profitable early ripening Blackcap that sets its big crop of fruit early and matures it fully in a short length of time, before weather becomes warm and dry. Every berry reaches full size, without drying or crumbling. Berries are produced in clusters, easy to pick. Large to medium in size, dark bluish black color, excellent flavor. Thrives everywhere, resisting hard winters and dry summers equally well. Plum Farmer was the leading early Blackcap before Logan was introduced, and is still preferred in some localities.

A WORD OF PRAISE

"The Raspberry plants which you sent me in March are growing fine and loaded down with berries. Never saw such heavy-fruited plants before."

W. JOHNSON, Pennsylvania.

PRICES OF EMLONG CERTIFIED PLANTS DESCRIBED ABOVE

	6	12	25	50	100	200	300	400	500	1000
Quillen. Selected 1-yr. . . .		\$0.60	\$1.00	\$1.75	\$2.95	\$5.50	\$7.75	\$9.35	\$10.50	\$19.50
Quillen. Transplants75	1.15	1.85	2.95	5.75	10.50	14.85			
Plum Farmer. Selected 1-yr.40	.75	1.25	2.35	4.25	5.75	6.85	7.75	14.50
Plum Farmer. Transplants.50	.85	1.35	2.25	4.35	7.85	9.50	11.75	14.50	27.50
Kansas. Selected 1-yr.40	.75	1.25	2.35	4.25	5.75	6.85	7.75	14.50
Kansas. Transplants50	.85	1.35	2.25	4.35	7.85	9.50	11.75	14.50	27.50
Columbian. Selected 1-yr.65	1.00	1.75	2.75	4.95	8.85	11.50			

EMLONG'S BLACKBERRY PLANTS

ALFRED—*Best Early*

Alfred has become the universal favorite for home use and early market. Produces mammoth, jet-black berries, many 1½ to 2 inches long, and very plump. Almost free from seeds, core, and very sweet and juicy. The colored photo on the front cover of this book will give you an idea of the remarkable beauty of Alfred. It's a heavy yielder, too!

Alfred plants are healthy, fast growers, and bear very young. Succeed on all kinds of soil, and withstand winter temperature of 30 degrees below zero.

ELDORADO—*Best Late*

One of the very finest commercial Blackberries. Eldorado is a strong, upright grower which succeeds on poor soils and can be depended upon to produce an enormous crop yearly.

The berries are medium to large, of extra firm quality, jet black and never lose their color after being picked. Free from the seedy, dried and mushy appearance so often found in common blackberries.

Emlong's Eldorado plants are the healthiest, hardiest, and heaviest yielding strain on the market. Plant the best, they COST NO MORE!

PRICES OF EMLONG CERTIFIED BLACKBERRY PLANTS

	6	12	25	50	100	200	300	400	500	1000
Eldorado, 1-yr. Select ...		\$0.50	\$0.85	\$1.50	\$2.45	\$4.75	\$6.25	\$7.35	\$8.25	\$15.95
Eldorado Transplants65	1.00	1.75	2.75	4.95	8.85	11.50	14.25	16.50	31.50
Alfred, 1-yr. Select65	1.00	1.75	2.95	5.50	7.75	9.50	10.75	19.95
Alfred Transplants75	1.25	1.95	3.25	5.85	10.50	13.75	16.85	19.50	38.50

Emlong's Blackberry plants are famous throughout the country for high yield and best quality fruit. Blackberries are very profitable, as they ripen after the raspberry season, right at a time when there are no other berries. Nothing can take the place of a big, juicy Blackberry for high, spicy flavor. They're marvelous to use in pies, preserves and juices also.

ASSORTED BERRY GARDEN

Here's a combination of flavors that are delicious either in the fresh or cooked fruit. Make appetizing juices for fruit cocktails.

6 ALFRED 6 LUCRETIA
6 ELDORADO 6 YOUNGBERRY

All Selected, 1-Year. No. 1 Plants

\$1.00

F-R-U-I-T
P-I-E

A Box of Luscious Eldorado Blackberries.
See Front Cover for Photo of Alfred Variety.

YOUNGBERRY AND DEWBERRY PLANTS—

Giant Hardy YOUNGBERRY

Youngberry has achieved the greatest success of any member of the Blackberry or Dewberry family. It is not only very profitable to grow for commercial purposes, but a real delicacy that should be in every home garden.

The plants are immensely productive of unusually beautiful dark wine-colored berries. Each one a morsel of delight! They measure one to one and one-half inches long, and almost as wide. Note the photo at the right which shows actual size. Very juicy, yet skin is firm enough so that berries keep nicely for marketing. Nearly coreless and nearly seedless. The flavor is delightful—a flawless blend of the best Blackberry-Dewberry-Raspberry flavors—entirely different than any other fruit. Also delicious in pies, jams, preserves, etc. The rich wine colored juice is an ideal fruit cocktail.

Ripening earlier than Dewberries, these fine berries bridge the gap between the Raspberry and Dewberry season. Resemble the Dewberry in thrifty manner of growth. Entirely immune from disease. By trellising to one wire about 2 1/4 feet above the ground the plants are easy to handle and berries easy to pick. More productive than Dewberries, and hardy this far north without winter protection.

New Thornless Youngberry

Something entirely new for the Blackberry-Dewberry family! An ABSOLUTELY THORNLESS Youngberry, which is protected by U. S. Plant Patent No. 4 against propagation by anyone but the owner.

The Thornless Youngberry produces berries just like those described above, but tests show it to be 15 per cent more productive. However, one can readily see how much easier it is to cultivate and prune the bushes, also to pick the fruit. Bushes can be handled with the naked hands with perfect safety. They grow just like other Youngberries, and are equally thrifty, hardy and healthy. Order early—supply limited.

LUCRETIA DEWBERRY

There are many reasons for the increasing popularity of Lucretia berries. In many ways they are superior to common Blackberries. They ripen two weeks earlier, and are immensely productive. Commercial growers report profits of \$500 to \$1000 per acre on good markets. One of the most successful fruit growers here in Michigan has 40 acres of Lucretia and intends to plant more this spring.

Lucretia berries are extra large, long, glistening black. Flavor is exotically sweet and delicious. Very juicy but good keepers. Berries easy to pick when vines are trellised to a wire or staked. Should be in every garden and on every farm.



A Cluster of Emlong's Youngberries.

EMLONG'S
"GOOD LUCK"
BERRY GARDEN

There's a place in your garden for these delicious appetizers, and you need them in your diet:

- 6 LATHAM. Red Raspberry
- 6 CUMBERLAND. Blackcap
- 6 ALFRED. Blackberry
- 6 COLUMBIAN. Purplecap
- 6 YOUNGBERRY

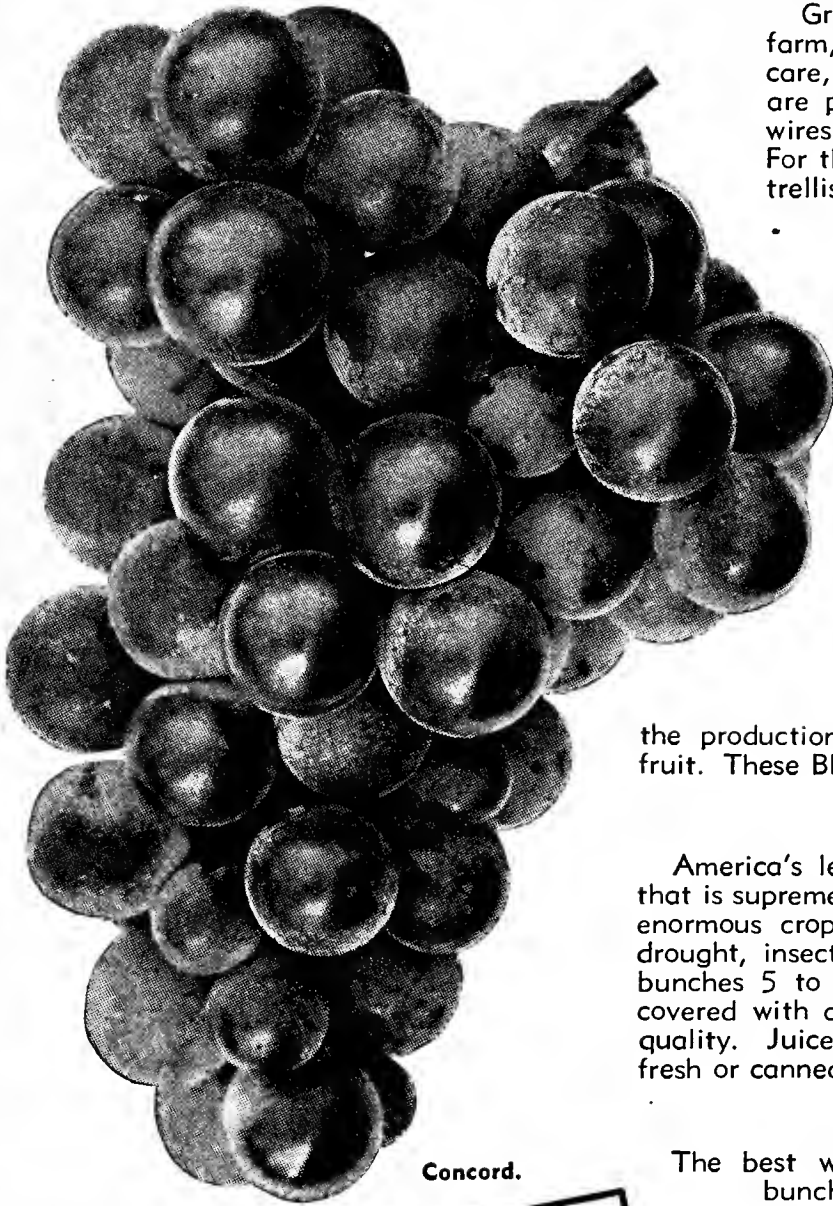
All Select 1-Year Plants

\$1.50

PRICES OF EMLONG DEWBERRY AND YOUNGBERRY PLANTS

	6	12	25	50	100	200	300	400	500	1000
Lucretia. Selected 1-yr. . .		\$0.50	\$0.85	\$1.50	\$2.65	\$4.75	\$6.25	\$7.50	\$8.75	\$16.85
Youngberry. Selected 1-yr. .50		.85	1.50	2.25	3.95	7.50	10.25	12.50	14.25	27.85
Thornless Youngberry. 1-yr. 1.15		2.00	3.50	(Prepaid). 50 plants, \$4.50; 100 for \$7.50 (not prepaid).						

GRAPES—For Home or Market



Concord.

Grapes are a valuable and desirable addition to any farm, and to the home garden. They require very little care, and are highly profitable. For field culture they are planted 10 x 12 feet apart and trellised to two wires. This system requires about 520 vines per acre. For the home garden they may be planted closer, and trellised to poles, arbors, arches, pergolas, chicken wire, etc., to save space. A properly pruned grape vine under normal conditions will provide a bushel or more of fruit per year when mature. Grape juice is a natural blood tonic and should be included in every diet the year around. Plant at least enough vines to supply your family needs.

The vines offered on this page require one to two years to come into bearing and produce a full crop proportionately soon. One planting of Grape vines produces profitable crops for a lifetime if given proper pruning and cultivation. The cost of vines is only about \$20 to \$30 per acre, but returns of \$500 per acre yearly are easy. It is important to plant only the BEST VINES available to secure biggest yields and finest fruit. Emlong vines are nationally known for QUICK GROWTH, YOUNG BEARING, and the production of IMMENSE CROPS of HIGHEST QUALITY fruit. These BEST VINES cost you no more than common vines.

CONCORD

America's leading wine and table Grape. The only variety that is supreme for every purpose. Grows on all soils, producing enormous crops of highest quality fruit. Highly resistant to drought, insects and diseases. Very hardy. Produces compact bunches 5 to 7 inches long. Berries are large, bluish black, covered with attractive bloom. Highest keeping and shipping quality. Juice is rich wine-purple and very delicious either fresh or canned.

NIAGARA

The best white Grape. Produces large, perfect, compact bunches and large berries. Deep amber colored when full ripe. Has a mellow richness of flavor not found in other Grapes. Excellent for table use, preserves and juices. Vines thrifty growers, hardy and bear heavily.

CACO. (Red). Extra large berries and bunches. Flavor rich and melting. Vines are strong growers, hardy, very productive.

DELAWARE. (Red). Richest and most refined flavor of any Grape. Color beautiful wine-red. Superb for finest juices and wines. Small bunch and berry.

MOORE'S EARLY. The best extra early Grape for commercial purposes. Bunch and berry large. Deep blue-black color overspread with light bloom.

BRIGHTON. (Red). Handsome dark red Grape which produces large bunches and berries. Fine quality and flavor. Very productive.

AGAWAM. (Red). Large in bunch and berry. Dull purplish red color. Rich and sweet and decidedly foxy in flavor. Keeps in common storage until January.

GARDEN ARBOR

There's room in any yard for this assortment of the most delicious flavors:

- 1 Concord. Blue.
- 1 Niagara. White.
- 1 Moore's. Black.
- 1 Caco. Large red.
- 1 Delaware. Red.

All 2-yr. Vines

\$1.00

HOME VINEYARD

These vines will provide loads of grapes for table use, juices, etc.

- 12 Concord. Blue.
- 6 Niagara. White.
- 3 Moore's. Black.
- 3 Assorted Red.

All 1-yr. Vines

\$2.50

All 2-yr. Vines

\$3.50

PRICES EMLONG'S GRAPE VINES

	Each	6	12	25	50	100	200	300	400	500	1000
CONCORD. 1-yr.	\$0.15	\$0.75	\$1.25	\$1.95	\$2.75	\$4.95	\$ 8.85	\$12.50	\$15.75	\$19.50	\$38.00
CONCORD. 2-yr.20	1.00	1.75	2.75	3.95	6.85	12.95	18.50	23.75	28.85	57.00
NIAGARA. 2-yr.25	1.25	1.95	2.95	4.35	7.50	13.95				
MOORE'S EARLY. 2-yr.25	1.25	1.95	2.95	4.35	7.50	13.95				
DELAWARE. 2-yr.30	1.50	2.75	4.95	7.50	13.50	25.75				
AGAWAM. 2-yr.30	1.50	2.75	4.95	7.50	13.50	25.75				
BRIGHTON. 2-yr.30	1.50	2.75	4.95	7.50	13.50	25.75				
CACO (Red). 2-yr.40	2.25	3.95	7.50	13.50						

"Here is a picture of a grape vine I bought from you. It bore 270 bunches, which filled 2 bushels, this year."
S. B. LIPPERT, Tiffin, Ohio.

ASPARAGUS—A Double Money Crop

\$500 to \$1000 Per Acre Yearly

Statistics show that Asparagus pays dividends of 25 to 1 annually on every dollar of the initial investment! That same rate of profit can be depended upon for 10 to 15 years from one planting—making a total ratio of about \$300 profit from each \$1.00 invested over the period of profitable bearing years. The upkeep expense is very little or nothing if you have your own stable manure. Many growers claim that they make more actual profit from Asparagus than from Strawberries!

Earliest Spring Profits

As Asparagus tips are ready to sell before any other spring vegetable, there is always an eager market waiting to snap up the crop at attractive prices. Cash comes in handy at that time of the year, too! If you grow more tips than needed for your local market, it is easy to sell the bunches by the crate at \$3.00 to \$3.50 per crate wholesale. The cutting season lasts well into the Strawberry season, making it convenient to haul the very last crate to market while marketing your strawberries.

Excellent Health Food

Asparagus should have a place in every home garden, even though you have room for only a few roots. The big, tender, juicy tips of Washington are not only delicious, but physicians and dietitians claim they are exceptionally RICH IN VITAMINS essential to good health. Should be eaten every day during the Asparagus season, and canned for frequent serving the year around. Plant at least 100 roots to supply your home table.

Emlong Grown Roots

You can't afford to waste a year waiting for Asparagus seed to make roots, and thus delay your profits. Due to our large-scale production of these roots, we can offer them to you at economy prices this year. Your choice of two popular grades. Our 1-year, selected roots are as large as those offered by other firms as 2-year grade, and our medium 1-year roots are equal to other 1-year, No. 1 grades. **PLANTING INSTRUCTIONS GIVEN FREE WITH EACH ORDER.** An acre requires 5000 roots. Write us for special price on this quantity or more.

PRICES OF WASHINGTON ASPARAGUS ROOTS

	25	50	100	200	300	1000
1-yr. selected grade ...	\$0.65	\$1.00	\$1.65	\$2.50	\$3.35	\$6.95
1-yr. medium grade50	.85	1.35	2.00	2.65	4.95

500 roots or more at the 1000 rate.

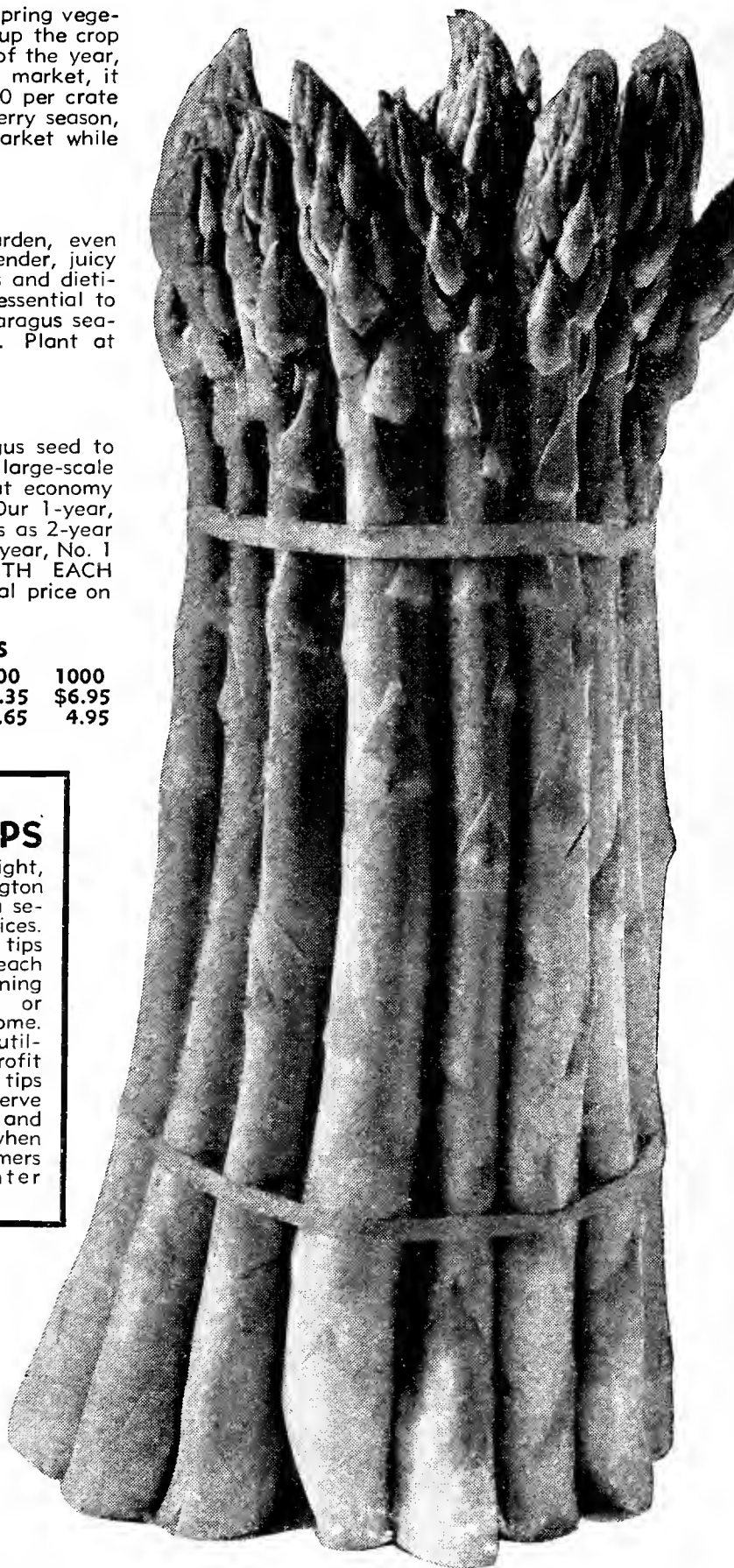
EMLONG'S TIPS ON TIPS

By using the straight, selected Washington tips for market you secure the highest prices. The few crooked tips can be saved out each day and sold to canning factories in bulk, or cold-packed at home. Thus every tip is utilized and double profit made. The canned tips are delicious to serve on the home table and bring a fine profit when sold to your customers during the winter months!

NOTE: We re-plant our Asparagus fields every year with selected pedigreed seed, so that our customers get only young, healthy roots. No old, hollow stock. Our high, rich, well drained soil makes long, white roots.

Famous Washington Rust-Proof

Wise growers are discarding all other varieties of Asparagus for Washington. It has become famous throughout the country because it is immune from rust—which means every stalk can be used and there is no waste! It is far more productive, and tips are larger than any other variety. A rapid grower, which means many cuttings. Longer cutting season, and profitable crops for more years than can be secured from other varieties. The color of Washington is an attractive purplish green.



\$5,000,000 from STRAWBERRIES

What is YOUR Share?

We have here on our farms a veritable DYNAMO OF POWER! This power is bred into Emlong STRAWBERRY PLANTS, which are ready to send our customers this year. These POWER-PLANTS will produce hundreds of thousands of crates of big, beautiful berries, which will be turned into fully \$5,000,000 cash profits during the next two years. There's no reason why you shouldn't reach out and take YOUR SHARE of this huge Strawberry income!

The folks shown at the bottom of the page are the Werden family of Charleston, Ill. They are "getting their share" and seem to be enjoying it.

You have the land—we furnish the rest. Look at the staunch Strawberry plant shown on this page. Doesn't that CROWN and ROOT spell P-O-W-E-R? Power to work hard and make money for YOU! We have millions of plants, exact duplicates of this, every ONE able to produce two to four quarts of First-Quality berries. The picture below will give you an idea of how these plants look at bearing time—in your field or garden. Don't waste time and money on cheap, carelessly grown plants, dug out of your own field or anyone's old fruiting field. We have grown these SUPER-PLANTS for PLANTS ONLY, saving all the power to BEAR FOR YOU!

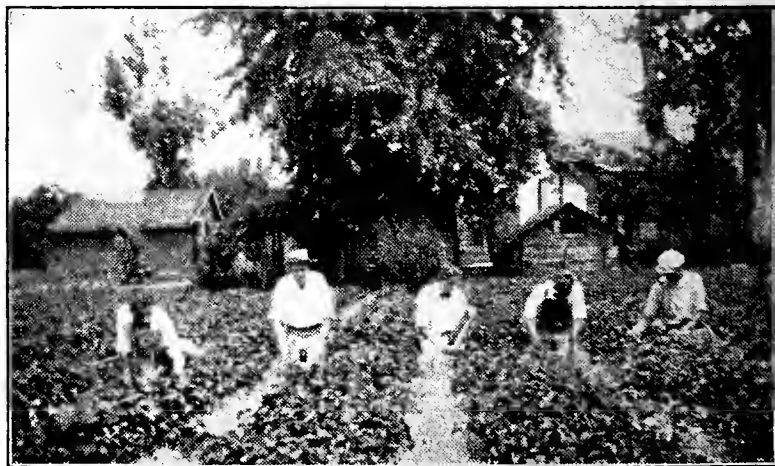
Our Proof of Quality

We have absolutely the very finest Strawberry plants this year we have EVER GROWN! The long drought of last summer didn't "cut any figure" with our stock. We irrigated during the dry months, and had ample rain all fall. These factors, coupled with our ideal soil, combined to **mature every plant** to ULTRA-NORMAL size. We shipped a few hundred thousand plants in the fall to customers who requested them, and were highly delighted when fully 65% of these folks wrote us immediately on receipt of the parcel, praising the superior vigor and quality. (And EMLONG CUSTOMERS KNOW QUALITY when they see it). When we started to dig those beautiful plants we had to rush a photographer to the scene to make some pictures for you. Had to reduce the size of photo on this page to make it fit—but the ruler tells the actual size of plant. Photo was made October 24, 1934. Note also the photos on pages 26 and 31.

500,000 Capacity Daily

Due to our enormous amount of equipment, packing space and labor, we are in position to dig, clean, pack and ship over 500,000 Strawberry plants daily—besides the other nursery stock listed in this book. Your order can receive 24-hour service if desired, during the proper shipping season. Every plant is packed by an expert and carries our guarantee to grow. Long and specialized experience in handling plants has taught us how to GET THEM TO YOU WITHOUT LOSING THEIR FRESHNESS AND VITALITY. Mr. A. H. Hebb, Nova Scotia, Canada, says, "Strawberry plants could go around the world with your packing." We use plenty of damp moss around the roots, special made crates and wrapping paper, and spare no expense in preserving all the ROOTS and all the LIFE for you.

READ PAGES 4, 7, and 9 OF THIS BOOK BEFORE ORDERING STRAWBERRY PLANTS.



PREMIER—The World-Wide Berry

Premier has reigned as King of commercial Strawberries throughout the United States for over fifteen years. It is the standard of excellence by which all other Strawberries have been judged. It has filled more crates, made more dollars, and brought more satisfaction to commercial berry growers than any other variety.

Wherever Strawberries are grown, except in a few western and southern localities, Premier has occupied 50% to 90% of the Strawberry acreage. Being a perfect pollinizer, it is often the only variety grown in large territories, as it holds up perfectly for trucking and shipping to distant markets.

Everybody likes Premier—the home trade admire their brilliant appearance, attractive shape, and satisfying flavor. Large-scale buyers demand them because they do not bruise either flesh or skin, but retain their original color and gloss for several days after picked.

Does Well Everywhere

Premier plants stand the heat of southern states, the frequently excessive rainfall of eastern states, and late spring frosts of northern states. They do not produce as many runners as some varieties, but devote their great energy to producing an unbelievably enormous crop of berries. They adapt themselves to all soils. On sandy soils the berries ripen early so as to get the crop matured before the sun gets warm enough to scorch the fruit. On heavy soils they ripen slightly later, but cover an exceptionally long fruiting season, lasting well into midseason berry period. No matter where grown, Premier is earliest. If you only want one variety of Strawberries, and don't know which to choose, you can't go wrong on Premier!

Emlong's Strain is Best

We say it BECAUSE OTHERS SAY IT, every year, everywhere! From New Hampshire to the Carolinas, and westward to Texas, thence northwest to the Canadian line, berry growers claim EMLONG PREMIER grows BETTER BERRIES, MORE BERRIES, and BIGGER BERRIES over a LONGER PERIOD OF TIME than Premier from any other nursery in the country. That's why they always tell their friends to order from Emlong. Plant the true EMLONG TYPE of Premier—THEY COST NO MORE than common plants.

PRICES OF PREMIER PLANTS

25 plants	\$0.35
50 plants65
100 plants	1.25
200 plants	2.00
300 plants	2.45
400 plants	3.00
500 plants	3.75
1000 plants	7.00

Write us for prices on large quantities.



EMLONG'S Triple-Star Strawberry plants are noted for QUALITY, YIELD and PROFIT wherever Strawberries are grown. See pages 26 to 33 for other standard varieties.

MONEY-MAKER WORLD WIDE STRAWBERRY PLOT

Nothing will bring you a GREATER CASH PROFIT from a small plot of land than Strawberries. Think of having all the berries you want to eat, to can, and plenty left to sell! Profits of \$150 or more are easy with this assortment of plants. We selected early to late, big-yielding varieties so that you could catch all the markets and make big profits.

PLANT THIS SPRING.

You get 800 plants, ready to set out, with complete planting directions included. ORDER EARLY!

- 200 Dorsett. Early.
- 200 Premier. Extra early.
- 200 Dunlap. Midseason.
- 200 Pearl. Late.

SPECIAL PRICE

\$ 5⁷⁵

Everbearing

HAVE STRAWBERRIES IN THREE MONTHS!

Why wait a whole year for Strawberries and Strawberry profits? Emlong's husky Everbearing plants set out this spring commence to bear in a few weeks. You can have BERRIES FROM JULY UNTIL LATE NOVEMBER. Plants require NO special care. They bear again next summer and fall—giving you THREE BIG CROPS in EIGHTEEN MONTHS.

Everbearers are a specialty here at Emlong's. We GROW and SELL MORE EVERBEARING STRAWBERRY PLANTS THAN ALL OTHER NURSERIES TOGETHER. We have just the right kind of soil, weather and facilities to make them extra heavy rooted, dependable, big yielders. BUY YOUR PLANTS FROM A SPECIALIST!

"ALL SEASON"

MONEY-MAKER STRAWBERRY PLOT

Plenty of berries to eat, can and sell, starting this year in July and continuing for two years, for only

100 DORSETT 100 HARVEST KING
100 MASTODON 100 PEARL
100 NEW GEM EVERBEARING

\$6²⁵

MASTODON

Mastodon has been America's favorite Everbearing Strawberry for ten years. We have sold more plants of this variety than all other Everbearers in the history of our business. Our Perfected Strain was secured direct from the originator and has been improved year by year until we now offer the most profitable and dependable Mastodon plants in the country.

Mastodon berries are extra large—many one and one-half to two inches in diameter. They are beautiful dark red with varnished surface, small seeds and attractive, pointed shape. Firm in quality, but juicy and very rich and snappy in flavor. Millions of dollars have been made from Mastodon, for the berries always sell at top prices during the fall months. It succeeds everywhere in this country. Should be in every garden and on every farm.

PRICES OF MASTODON PLANTS:

25 plants\$0.60	300 plants\$4.25
50 plants 1.00	400 plants 5.10
100 plants 1.95	500 plants 5.95
200 plants 3.25	1000 plants 11.95

Write us for prices on large quantities.

New!

DOUBLE-YIELD MASTODON

An offspring of the famous Mastodon Everbearing Strawberry. Discovered in a Mastodon field five years ago, this special strain has been built up until it excels its parent in many respects. The plants are more thrifty and make a more solid fruiting row.

Double-Yield Mastodon seemingly has combined the immense size of Mastodon, with the heavy-fruited ability of another variety. By actual tests, plots of equal size produced DOUBLE and TRIPLE the amount of berries borne by the parent Mastodon. This is no doubt due to the elimination of all the imperfect-pollenizing specimens.

The fruit is identical in size, color, flavor and texture, but more perfect in form. If you have succeeded with Mastodon, you'll be overjoyed with Double-Yield Mastodon. Order early—supply of plants is limited.

PRICES OF DOUBLE-YIELD MASTODON PLANTS:

25 plants	...\$1.00
50 plants	... 1.65
100 plants	... 2.85
200 plants	... 4.75
300 plants	... 6.50
400 plants	... 8.35
500 plants	... 9.95
1000 plants	... 19.50

EMLONG'S

"AUTUMN FAVORITE"

Everbearing Garden

Here's your chance to try some of the "Old Favorite" and the "New Sensation" side by side in your garden.

50 MASTODON
50 NEW GEM

These 100 Plants—
Ready to Bear

\$1.95



Strawberries

The New WAYZATA

(NOTE: Known as Everbearing Strawberry No. 26, will be sold under the name of Rockhill by some firms. Dr. George Darrow, U. S. D. A., Pomological Division, has endorsed this variety. It has been tested in every part of the country).

It's Different

We call it "THE LAST WORD" in Strawberries. An ANNUAL STRAWBERRY—one that YOU CAN SET OUT THIS SPRING AND HARVEST THE CROP THIS SUMMER AND FALL! It's a plant of gigantic proportions, both in leaves and stature. Each rooted crown set out this spring immediately starts MULTIPLYING NEW CROWNS, until it has up to 25 CROWNS TO A PLANT. It just seems to be in a frenzy to GET TO BEARING, for it starts blooming and bearing immediately—having ripe berries fully a month ahead of other everbearers.

An Intensive Crop

Wayzata is a natural "HILL BERRY" as it does not make more than three or four runners to a plant. This is a decided advantage to the fruit grower, as he does not have to remove first blooms or any runners. The few new runners START BLOOMING AND FRUITING AT ONCE. A very small plot of ground will accommodate many plants, for they can be set 18 to 25 inches apart. You can leave the plants in your soil to fruit again next year if you wish, but we find it most profitable to replant with new crowns every year, so as to use new, fertile soil and get a maximum crop each season. These multiple-crown giants spend every bit of their energy BEARING FRUIT, and reach FULL-SPEED PRODUCTION within four months after planting. They continue to bear long after other Everbearers have been stopped by frost, covering fully four months fruiting season.

Unaffected By Weather

Due to their abundant energy, these plants are not affected by wet weather which usually ruins Everbearers by hindering pollenization and softening the fruit. During dry weather they can easily be irrigated by any handy method, and kept IN FULL FRUITING all summer.

Ultra Fancy Fruit

The Wayzata berries are in such a fancy class that six of them completely top a pint box. They are just deliciously rich, sweet, enormous "lumps" of goodness. Nature paints them a deep, gleaming red. Yields of 4 to 6 pints per plant are easy, and every pint that you do not eat can be sold to local admirers for 25c or more. If you want to grow them to sell, you can at least make 10 to 1 on your investment. They are solid as a "rock" and stand trucking and shipping wonderfully well.

The price of these plants may look high, but that's because they are new and scarce, and we cannot propagate them as rapidly as other varieties. We'll wager if you plant fifty Wayzata this year you'll be back for a thousand next year.

EMLONG'S

"SUBURBAN"

MONEY-MAKER

EVERBEARING PLOT

If you have a little plot of ground (about 1/16 acre), plant these 500 Everbearers this spring. You can't afford to overlook this value, for it gives you a chance to make \$100 or more clear profit this year!

200 NEW GEM EVERBEARING
100 MASTODON EVERBEARING
200 DOUBLE-YIELD MASTODON EVERBEARING

PRICES OF WAYZATA PLANTS:

While They Last.

6 plants. \$0.85
12 plants. 1.50
25 plants. 2.50
50 plants. 4.00
100 plants. 7.50

\$8.50

EMLONG'S

"Whiz Bang"

Everbearing Garden

If you like variety, here it is! Try all the Everbearers and decide which suits your taste best.

25 NEW GEM
25 MASTODON
25 DOUBLE-YIELD
MASTODON
6 NEW WAYZATA

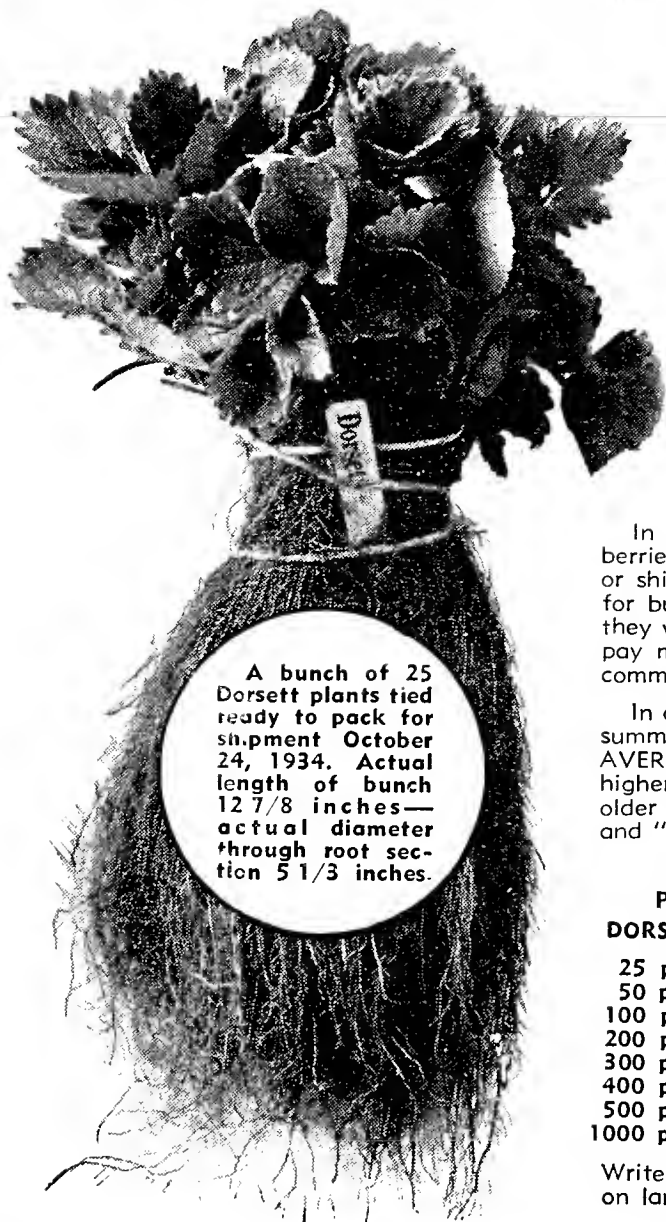
\$2.50



This is a reduced photo of section of our Dorsett field. Plants set May 5, 1934, photographed October 24, 1934. "Be Smart" and reserve your planting needs out of this field.

DORSETT

Powerful New Source of Profit for Berry Growers



A bunch of 25 Dorsett plants tied ready to pack for shipment October 24, 1934. Actual length of bunch 12 7/8 inches—actual diameter through root section 5 1/3 inches.

Dorsett was originated by the U. S. Dept. of Agriculture about the same time as Fairfax (see page 31). It is an offspring of Premier—an extra-early, self-pollenizing, standard variety. Out of thousands of new Standard Strawberry varieties, we select Dorsett as the best money-maker for commercial growers. Our judgment is based on the following facts and figures:

Planted beside Premier (the commercial standard of excellence), Dorsett outruns this famous variety under all conditions, making a wide, **solid fruiting row**. The plants are large and healthy, **withstanding drought, excessive rains, and frost** better than all other standard varieties. They are so "peppy" that poor soil doesn't hold them back. Dorsett plants possess extra long roots and heavy crowns, which furnish the vitality to set a **larger crop of fruit** than Premier, and **RIPEN EVERY BERRY EVENLY, MATURING THEM TO GREATER AVERAGE SIZE and GREATER BEAUTY** than Premier. This means a long picking season and higher selling price.

THE DORSETT SECRET

In firmness of flesh and skin Dorsett again ranks ahead of Premier. The berries **DO NOT** bruise, fade or **DARKEN** even after being held several days or shipped long distances. **THIS IS THE BIG MONEY-MAKING FEATURE**—for buyers feel that because Dorsett berries stay light and bright in color they will **KEEP LONGER**. They always look **FRESH-PICKED**, that's why folks pay more for them. This light color is an added advantage to the large commercial grower, who cannot always keep the crop picked promptly.

In actual tests Dorsett berries placed on eastern and central markets last summer brought higher prices than all other varieties. By comparison the **AVERAGE SELLING PRICE** was 65c per crate higher than Premier and 89c higher per crate than other common sorts. Why not cut out some of the older varieties, double your Strawberry acreage with Dorsett and Fairfax and "pocket" the above difference in price.

PRICES OF DORSETT PLANTS:

25 plants ...	\$0.45
50 plants75
100 plants ...	1.25
200 plants ...	2.00
300 plants ...	2.70
400 plants ...	3.35
500 plants ...	3.85
1000 plants ...	7.50

Write us for prices on large quantities.

EMLONG'S "Peak of Perfection" STRAWBERRY GARDEN

If you do not grow berries for market, plant the **BEST** in your home garden. Here they are:
Special **\$2.45**
Price

**50 GEM
Everbearing
50 DORSETT
50 FAIRFAX**

DORSETT

The Electrified Strawberry

"FRESHNESS like the breath of Spring," was our first, breath-taking impression of the Dorsett berry! It is such a bright, flame-red that it fairly sparkles with life. These features, coupled with the generous size and uniformly perfect, pointed shape of the berries, readily mark Dorsett as a STAR in the Strawberry world.

But we had a new treat when the berries reached the "taste test!" They have an absolutely new, tantalizingly delicious flavor that is as light and airy as their color!

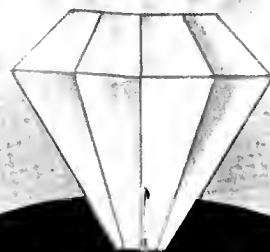
However, what we meant to tell you first was that Dorsett's MOST OUTSTANDING point of merit is that it sets a NEW STANDARD OF QUALITY, which places it ahead of all other berries for keeping and shipping.

Then, when we tell you that Dorsett outruns and outyields the old faithful Premier—well, it is almost unbelievable that any one variety could possess so many fine characteristics, so you'll just have to get some plants this Spring and prove it!

For PRICES and FURTHER DETAILS see the page opposite this one.



EM LONG'S



New GEM Everbearing STRAWBERRY

Prices

NOTICE. Emlong has 95% of the GEM plants available for distribution this year. Buy direct from World's Largest Grower and be sure of getting real Gem!

25 plants....	\$.85
50 plants....	1.50
100 plants....	2.45
200 plants....	4.50
300 plants....	6.50
400 plants....	7.75
500 plants....	9.00
1000 plants....	17.50

For prices on larger quantities ask us for special quotations.

THE MOST VALUABLE DISCOVERY OF A LIFETIME

At last—The Strawberry of your dreams has become a reality! This GEM is in perfect keeping with the high-powered machines of this age. We traveled the country over last Summer, investigating seven other Everbearers and acclaim GEM the FIRST-PRIZE WINNER. GEM answers the long-felt need of a Strawberry with all the good features of the best June varieties; with the added ability to *produce fruit all Summer and Fall!*

Gem plants are perfectly hardy. Unlike other Everbearers, they make a wide fruiting row. The plants grow 7 to 8 inches tall, holding the fruit well off the ground to ripen it evenly and protect it from dirt and mildew.

SUPER-BEARING POWER—Each Gem plant produces 9 to 15 fruit stems like the one shown above. They are so **SUPER-POWERED** that you need not remove the first blooms. The plants are ready to **START WORKING FOR YOU WHEN YOU GET THEM.** Thrive on all soils and are unaffected by weather conditions. Gem bears on the new runners, producing fruit six months the first year, then two crops next year, making three crops in 18 months. Being 100% perfect pollinizer, every berry matures to full size (many 2 inches in diameter) and there are no cripples or hard green ends. Plant *this Spring* and have *ripe berries this Summer!*



MATCHLESS BEAUTY, QUALITY AND FLAVOR

Never before have we seen a Strawberry that charmed us so with its **LIVE, GLISTENING** beauty! Gem berries are so bright and appetizing that you can almost taste them before they reach your mouth. The seeds are few and small and every berry is well rounded in shape.

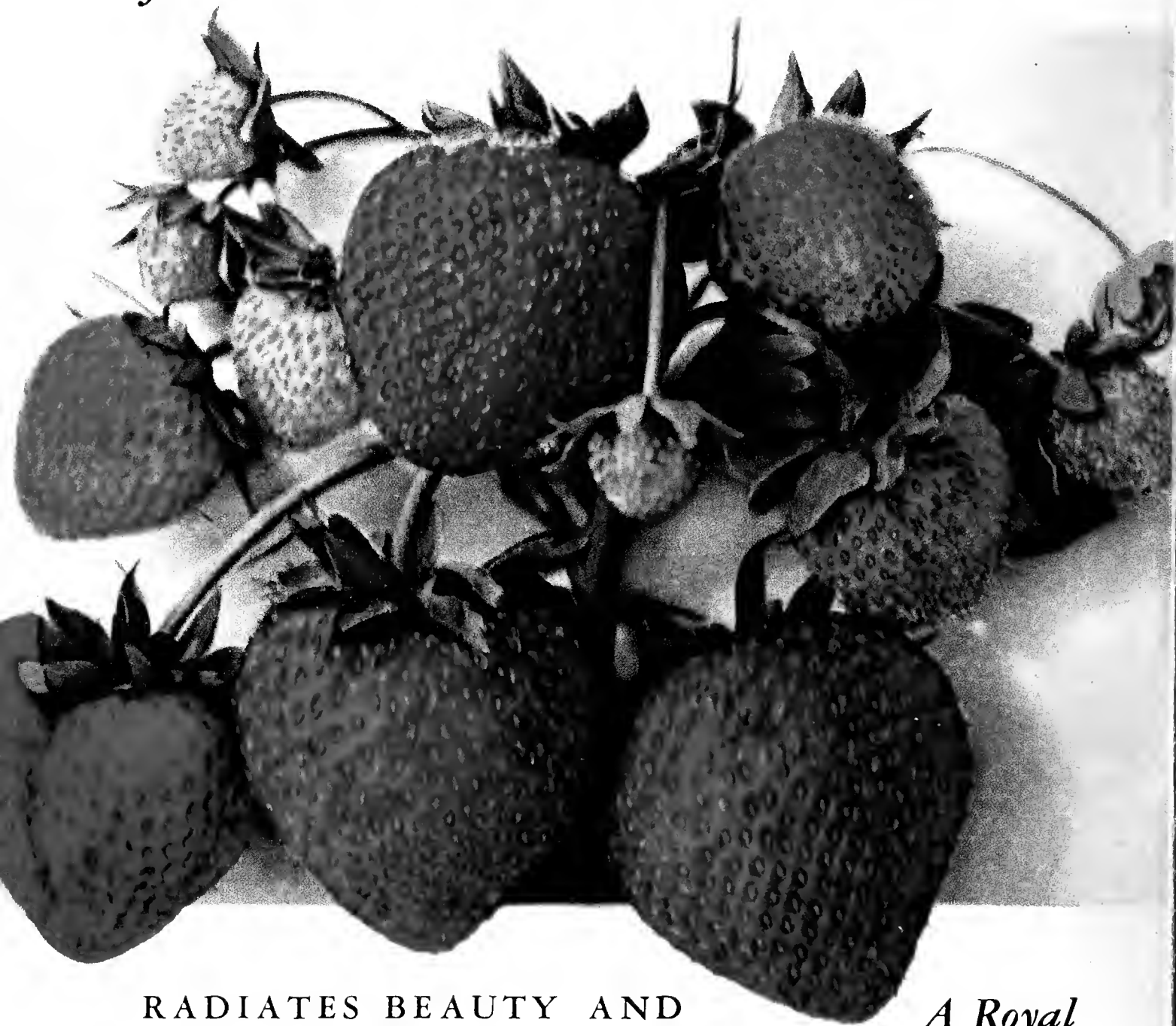
Gem **FLAVOR** is an outstanding accomplishment—rich and “zippy” but lacking in the noticeable acidity so common in Everbearers. So sweet and juicy you can enjoy them before full ripe. The flesh is of fine texture and solid throughout. Skin dries after berries are picked, thus protecting them from bruising and giving them superb shipping quality. Berries never discolor after being picked—that's why they bring high prices when other Everbearers might be rejected.

INCREDIBLY QUICK PROFITS—After other Strawberries finish fruiting GEM **STARTS** and keeps profits coming until Winter. A test plot of GEM planted last June contained about 8000 plants, and occupied One Acre. Up to November 10th this plot yielded 17,350 quarts of fruit—over 2 quarts per plant. Sold at wholesale they brought \$1500. An average weekly income of \$75 all Summer and Fall from **ONE ACRE.** **GIVE GEM A CHANCE THIS YEAR—IT WILL SMASH ALL RECORDS!**

THE MIRACLE-BERRY OF THE AGE · · · A TRIUMPH IN TASTE—YIELD—QUALITY

FAIRFAX

A JEWEL IN THE REALM OF BERRIES



RADIATES BEAUTY AND
QUALITY FROM EVERY ANGLE

Like a magnificent ruby, is the glamorous carmine-red coloring of FAIRFAX berries! Almost too rich-looking to be really edible. If you like your berries LARGE and DEEP RED to the center, Fairfax is the morsel of delight you have longed for!

Every berry has the same large size, plump shape and deep coloring—as if it were “made to order.” The QUALITY of the flesh is UNIFORM throughout, firm and solid.

Fairfax makes a solid fruiting row, is a heavy yielder, and covers a long fruiting season. The berries excel in keeping ability, standing handling and shipping so well that they bring $\frac{1}{3}$ to $\frac{1}{2}$ more money than other varieties.

For Prices and Further Details see the page opposite this one.

*A Royal
Flavor*

A real tang of the wild, tempered with the richness and mellowness of its English ancestor—Royal Sovereign—combine to make Fairfax the ARISTOCRATIC DESERT BERRY. This new alluring flavor is the result of long and careful selection and breeding.

FAIRFAX

FAIRFAX

EMLONG'S IDEA OF A GREAT BERRY!

Fairfax was originated by the U. S. Department of Agriculture about 1923, and given to nurserymen for distribution to the public about four years ago. It is an early fruiting, self-pollenizing, standard type. Every year proves more definitely the superior value of this berry, not only for fancy dessert purposes, but because it meets every requirement of a successful commercial sort.

Fairfax produces more plants than Premier, making a solid fruiting row during the severe drought of 1934, and during the very wet season experienced in eastern states two years ago. It apparently thrives on all kinds of soil, in every part of the country, and no frost injury has ever been noticed. The plants are immense, standing 7 to 8 inches off the ground when mature. They have "double crowns" and extra long roots, which indicate EXTRA VITALITY, both in plant growth and fruiting ability. (See single Fairfax plant on page 22). The large, dark foliage is very resistant to disease and retains its vigor and luster throughout the season.

In YIELD, Fairfax equals Premier. It starts ripening about the same time, but MATURES EVERY BERRY TO FULL SIZE, right to the last picking, which Premier often fails to do. This makes for a LONGER PICKING SEASON of LARGE, HIGH-QUALITY BERRIES, and EXTRA PROFITS for the grower. A uniform firmness prevails both in the flesh and skin, giving Fairfax a SHIPPING QUALITY equal to Premier.

But the more BRILLIANT APPEARANCE and LARGER SIZE of the fruit make buyers so enthusiastic about Fairfax, that they gladly pay higher prices for these berries. Everyone is willing to pay extra for berries that LOOK BETTER, TASTE BETTER and ARE BETTER! The high standard of quality set by Fairfax will result in increased profits for berry growers—get your share of that profit by planting FAIRFAX THIS SPRING!

PRICES OF FAIRFAX PLANTS

25 plants	\$0.45	300 plants	\$2.70
50 plants75	400 plants	3.35
100 plants	1.25	500 plants	3.85
200 plants	2.00	1000 plants	7.50

Write us for prices on large quantities.

WHAT DO YOU THINK OF THESE PLANTS?

This is a section of our big field of Fairfax plants, set May 10, 1934, and photographed October 25, 1934. Let us dig your planting stock right out of this field, so you'll know what you are getting!



EMLONG'S

EARLY PRIZE

STRAWBERRY GARDEN

If you can't grow berries to sell, we know you want these appetizers in your garden to supply your family requirements.

100 DORSETT
100 FAIRFAX

SPECIAL PRICE **\$2.00**

BRANDYWINE

A Requested Variety

For several years our customers have been demanding Brandywine Strawberry plants. We investigated the variety before growing a supply of plants, making inquiries over a broad territory, among those who know and grow this variety. We failed to find any bad points, and decided that Brandywine would be valuable to our customers for the following reasons:

Superior Quality

Brandywine is an EXTRA LATE berry of dark, glossy red color, and "solid as a rock." Berries are fully as large as Fairfax, of plump, rounded shape and striking appearance. The flavor is most delicious—richly tart, sweet and syrupy. Buyers claim these berries have the same unmarred color and freshness, and are just as firm after being trucked several hundred miles.

Special Purpose

The plants are tall, thrifty growers, making solid fruiting rows. Do exceptionally well on heavy soils, but produce highly profitable crops anywhere. A self-pollenizing variety. It does not set an enormous crop of fruit all at one time, but continues to bloom and bear over a long season, maturing all berries perfectly to uniform size. The bulk

of the crop ripens after other standard varieties are gone—so you get your own price for Brandywine. Last summer WE SAW growers dispose of their loads of berries on the market in less than ten minutes time at \$3.00 to \$3.50 per crate wholesale. Sold to a local, fancy trade these choice beauties bring 25c to 30c per quart.

We say Brandywine offers you an unusual opportunity because it keeps your home needs and trade supplied, and profits coming in between the usual standard season and everbearing season. With good Early, Midseason, Brandywine, and Gem Everbearing plants, you would have and sell fresh berries nearly seven months of the year.

PRICES OF BRANDYWINE PLANTS

25 plants\$0.45	300 plants\$2.70
50 plants75	400 plants 3.35
100 plants 1.25	500 plants 3.85
200 plants 2.00	1000 plants 7.50

Write us for prices on large quantities.

LUCKY SPOT

"7-ROUND"

STRAWBERRY GARDEN

For extra large, fancy table berries nearly seven months of the year, plant this combination:

- 50 DORSETT. Early.
- 50 COOPER. Midseason
- 50 BRANDYWINE. Late
- 50 NEW GEM. Everbearer

\$2.85

Pick

Your Favorites Here

If you are "fussy" about your Strawberries, know just what kind you want and don't want anything else, maybe one of the following will "fill the bill." We want to please everyone and keep a supply of all dependable commercial varieties at our customers' disposal.

COOPER Medium Early. Self-Pollenizing.

Largest and sweetest Strawberry grown. Brilliant red in color, fine and firm in texture. Highly favored as a fancy table berry. Plants are big and healthy. Does best in north, central and northeastern states.

AROMA Late. Self-Pollenizing.

Favorite market and long distance shipper throughout central and middle western states; also in many eastern and southern localities. Berries wedge-shaped, very deep varnished red. Solid to the center, rich and delicious flavor.

HARVEST KING Midseason. Self-Pollenizing.

Extra heavy producer of large, deep red, solid berries. Seeds small, skin very firm, flavor excellent. Ripens every berry evenly to mature size. Covers very long fruiting season. Excels on black and heavy soils, but succeeds everywhere. Unbeatable for canning and shipping purposes.

BEAUTY Medium Late. Self-Pollenizing.

A fancy berry in every way. Unusually large, juicy and highly flavored. Requires very little sugar for eating or canning. Bright, deep red in color, firm in texture.

PEARL Extra Late. Self-Pollenizing.

Very solid berries, medium large, dark red clear through. Plants make wide fruiting row, even under adverse conditions and bear heavy crops. Excellent long distance shipper.

PRICES

COOPER—AROMA—HARVEST KING—BEAUTY—PEARL

25 plants\$0.35	300 plants\$2.35
50 plants65	400 plants 3.00
100 plants 1.20	500 plants 3.75
200 plants 1.85	1000 plants 7.00

Write us for prices on large quantities.

BLAKEMORE

Every year since Blakemore was introduced by the U. S. Department of Agriculture, commercial growers have demanded that we supply them with MICHIGAN-GROWN Blakemore plants. In spite of all the new varieties that have appeared since Blakemore, this demand is greater this year than ever before. Many prominent growers and Fruit Growers Associations reserved millions of these plants last fall, to take care of their plantings this spring. These facts prove two things:

Blakemore Has Succeeded

This is due to the fact that Blakemore makes plenty of plants and the foliage is healthy and holds up all summer, even through severe drought. Some weather prophet has warned us to look for dry weather for four more years. Well, at any rate it might be sensible to play safe and plant varieties which have **PROVEN THEMSELVES** able to set a heavy crop and mature it against all odds. Blakemore yields as much fruit as Premier. The berries are not quite as large, but mature to a pretty pointed shape and bright color.

Remarkable Quality

The flesh and skin of these berries is extra firm. This puts them in great demand for commercial canning and preserving. Fruit retains its extra bright color after being canned, and does not "shrink" out of shape. The high-spirited, tart flavor adds to their canning value. Even during excessively rainy weather, Blakemore berries can be picked and sold, when other varieties "go soft." When weather is favorable and soil is rich, we suggest keeping Blakemore thinned, to secure larger berries. It's a long-distance shipper that cannot be surpassed.

PRICES OF BLAKEMORE PLANTS

25 plants\$0.30	300 plants\$2.10
50 plants55	400 plants 2.50
100 plants 1.00	500 plants 2.85
200 plants 1.75	1000 plants 5.35

Write us for prices on large quantities.



LUCKY SPOT
"TOP-NOTCH"
STRAWBERRY GARDEN

50 BLAKEMORE. Early
50 GIBSON. Medium Early
50 DUNLAP. Midseason
50 AROMA. Late

\$1.75

Pick Your Favorites Here

Everyone has their favorite Strawberries—especially if they have been growing berries far some years. Often this favoritism is governed by a particular kind of soil or location. We keep a good supply of all dependable commercial sorts of plants at your disposal.

EARLY PROLIFIC Early. Self-Pollenizing.

Ripens 4 to 7 days ahead of Premier. Stands severe winters, spring frosts, drought and poor soil. Especially good on sandy and black soils. Makes solid fruiting row, sets enormous crop of extra firm fruit, and ripens it to a deep Dunlap red. Best early CANNING AND SHIPPING berry for northern sections.

DR. BURRILL Midseason. Self-Pollenizing.

Considered superior to Dunlap in many sections of North and West. Very resistant to drought, poor soil, and cold weather. Large berries, pointed in shape, dark red in color. Delicate "Wild Strawberry" flavor; wonderful for eating, canning and shipping.

SENATOR DUNLAP Midseason. Self-Pollenizing.

The "Old Reliable" berry that thrives everywhere and produces big crops of fruit on all soils. Berries medium size, very dark red, solid and MOST DELICIOUS in flavor. Favored for canning and shipping, especially in North and Central West where other varieties often fail.

GIBSON Medium Early. Self-Pollenizing.

A favorite commercial variety in the northern and middle western states, but dependable everywhere. Ripens between the early and midseason berries. Heavy, sure cropper. Plants are large and healthy. Berries medium bright red, firm quality, rich flavor, attractive appearance. Especially good on heavy soils.

PRICES

EARLY PROLIFIC—DR. BURRILL—SENATOR DUNLAP—GIBSON

25 plants\$0.30	300 plants\$2.00
50 plants50	400 plants 2.35
100 plants95	500 plants 2.65
200 plants 1.60	1000 plants 4.95

Write us for prices on large quantities.

ORCHARD PROFITS AHEAD!

Do Orchards Pay?

That is the question that has confronted many farmers during the past few years. We say, "THEY DO PAY if you make it a business to grow only **HIGH QUALITY FRUIT.**" Right through the years of hard times, successful orchardists have been selling their No. 1 Apples, Peaches and Pears at \$2.50 to \$3.50 per bushel; Plums \$3.00 up; Sweet Cherries as high as 25c per quart. The way, then, to **ORCHARD SUCCESS** is to **AIM AT HIGHEST QUALITY and MAXIMUM PRODUCTION.** That can be accomplished as outlined on this page.

Select Planting Stock Carefully

Choose the best quality trees you can buy—the **first cost** is very small compared with the **lifetime profits** ahead if you **start right.** The **best trees** are not always the most expensive. For instance, our trees are not the highest priced in the country—but we sell direct to you, thus eliminating 35 per cent to 50 per cent which is paid to salesmen, and enormous sums paid for high-priced advertising, by some firms. Emlong trees have had the superior advantages of: First—carefully selected budding and grafting stock. Second—ideal, well drained, fertile, upland soil which promotes luxuriant growth of long, sturdy roots. Third—northern climate to make them perfectly hardy. Fourth—consistent spraying to keep them healthy, and expert attention as to cultivation, digging, grading and packing, so as to conserve every atom of vitality to work for you. **They are the best that money can buy!**

Start With Dependable Varieties

Practically all of the standard commercial varieties of tree fruits have undergone improvements by horticulturists recently, and you now have a wide range of profitable varieties to choose from. Plant largely the popular, heavy-bearing, good-keeping sorts which hold up well for shipping and storage. We will be glad to give you a list of these varieties upon request.

Get Quick Returns—Big Crops

Emlong trees have a nation-wide reputation for **quick growing, young bearing, and heavy yielding.** They shorten the years of waiting for profits. Mr. L. Shoup of Pennsylvania, says: "The medium-height trees purchased from you made trunks of 1 1/2 in. to 1 3/4 in. diameter the first year." F. E. Haggard, Ind., says: "The 375 Peach trees you sent me in the spring were over 6 ft. tall by August." C. Johnson, Ohio, had 32 Apples, and Wm. Long, Iowa, had 39 Apples on a single Emlong tree the first year. L. B. Bailey, W. Va., had 45 Pears on an Emlong tree the 2nd year. (See photo in circle). Others report peaches weighing 1/2 to 2/3 lbs., and an Illinois customer harvested 125 bushel peaches from an acre of Emlong peach trees the third year. Thousands of like reports prove that our trees are **full of life and ready to bear** when they reach you, and continue to **bear big crops** over an exceptionally long period of years—which means added profit.

No. 1.
Step



Now is the Time

This is the year to plant an orchard and **make it pay!** We have never known a time when the outlook was brighter for orchardists. There will be a real scarcity of tree fruits within the next few years, brought on by severe winters, drought, and neglect on the part of young orchardists to replant the old orchards of their predecessors. Prices are certain to reach new high levels. Plant this year and get in line for the **big profits** that are **sure to come!**

Great Shortage of Stock

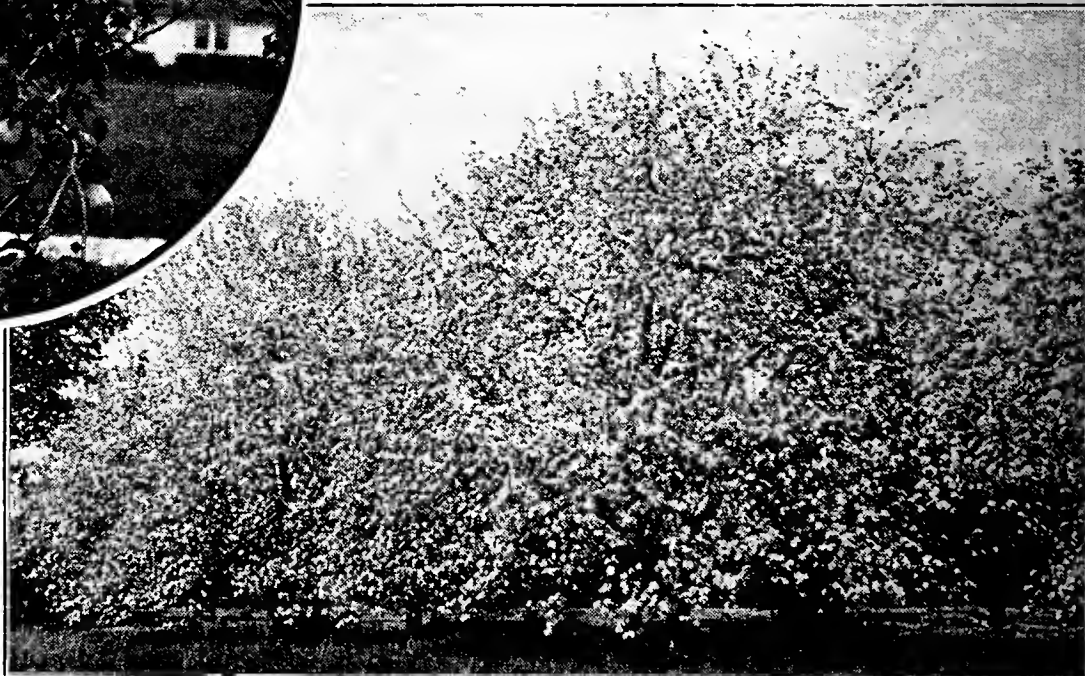
Due to limited planting of propagating stock, winter losses in East, and drought losses in West, nurserymen are faced with the greatest scarcity of fruit trees this year we have ever known. Reserve your needs early to avoid disappointment. There's the nice cash discount for early orders—you can't afford to overlook it.



Step No. 2.

THESE ARE THE STEPS TO ORCHARD SUCCESS, illustrated on this page:
1—Start with our straight, sturdy, branched, well-rooted planting stock. 2—Rapid growth and young bearing. 3—Heavy yields of "A" grade fruit for a lifetime. These steps are sure to result in highest profits and complete satisfaction.

Step No. 3. *R.T.*



BEST SWEET AND SOUR CHERRIES

Cherries are such universal favorites, and so easy to grow, they should be on every farm, and in every back yard. They make fine juices—and who doesn't like cherry pie? There's good money in them, too, if you grow more than you can use! Set trees 20 to 25 feet apart each way.

Sweet Varieties

BLACK-TARTARIAN. Large, bright purplish black fruit that is crisp, juicy, sweet and firm. Desirable for eating, canning or shipping. Ripens late June. Trees hardy and immensely productive everywhere.

SCHMIDT. Deep crimson-red fruit that is extra large and of excellent quality. Flesh is tender, juicy and rich. Hardy and a good cropper.

NAPOLEON. Finest yellow Cherry. Large, round, bright yellow with red cheek. Mighty good for eating fresh or canned. A good shipper and prolific bearer.

BING. Produces extra large, dark brownish maroon fruit of exquisite flavor and beautiful appearance. Flesh is solid, rich and sweet. Fancy eating variety.

WINDSOR. A late variety that produces large, dark red fruit with firm flesh. Resists rot and clings to tree long after full ripe. Valuable for home use and market.

PRICES OF SWEET CHERRY TREES

Selected 2-yr., 4-6 ft.

Each	5	10	25	50	100
\$0.65	\$2.95	\$5.75	\$13.75	\$25.50	\$47.50

Sour Varieties

NEW RICHMORENCY — EARLY

The delicious and highly profitable big, new sour Cherry that ripens a week to ten days earlier than Montmorency. Produces dazzling, dark red fruit with a semi-sweet, tart, snappy flavor that equals the best Montmorency. Trees are perfectly hardy, of low, spreading growth, and enormous producers. A perfect pollinizer. Very valuable addition to the sour Cherry family. Will increase Cherry profits immensely as it reaches the market early and brings top prices. (See picture on inside of back cover).

PRICES OF RICHMORENCY TREES

Selected 2-yr., 4-6 ft.

Each	5	10	25	50
\$0.75	\$3.50	\$6.50	\$14.85	\$27.50

MONTMORENCY, LATE. Best late sour Cherry. Ripens about ten days after Richmond and Richmorency. Fruit extra large, bright, shiny red, firm and juicy. Semi-sweet in flavor. Excellent keeper, canner and shipper. Trees very hardy, strong growers and tremendous croppers.

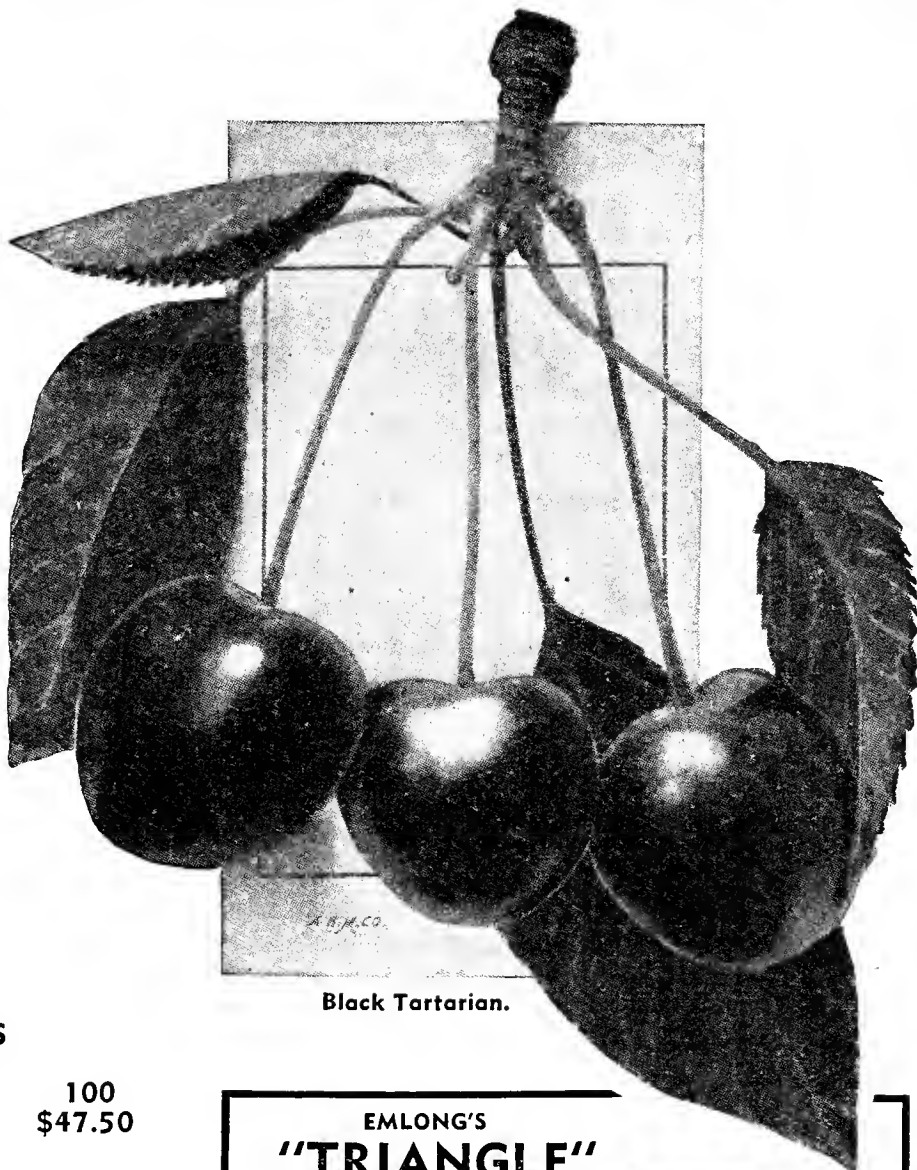
EARLY RICHMOND. A popular and valuable acid variety. Fruit medium to large, bright red, very juicy. Favorite canning and pie Cherry. Slender, very hardy tree, which bears a heavy crop annually.

ENGLISH MORELLO. Extra late. Ripens in August and produces a large crop of dark, blackish red fruit. Richly acid, juicy and tasty. Clings to tree and keeps long after full ripe. Helps to prolong the Cherry season, and brings fancy prices.

PRICES ALL SOUR CHERRY TREES EXCEPT RICHMORENCY

Selected 2-yr., 4-6 ft.

Each	5	10	25	50	100
\$0.50	\$2.25	\$3.85	\$8.50	\$15.50	\$28.50



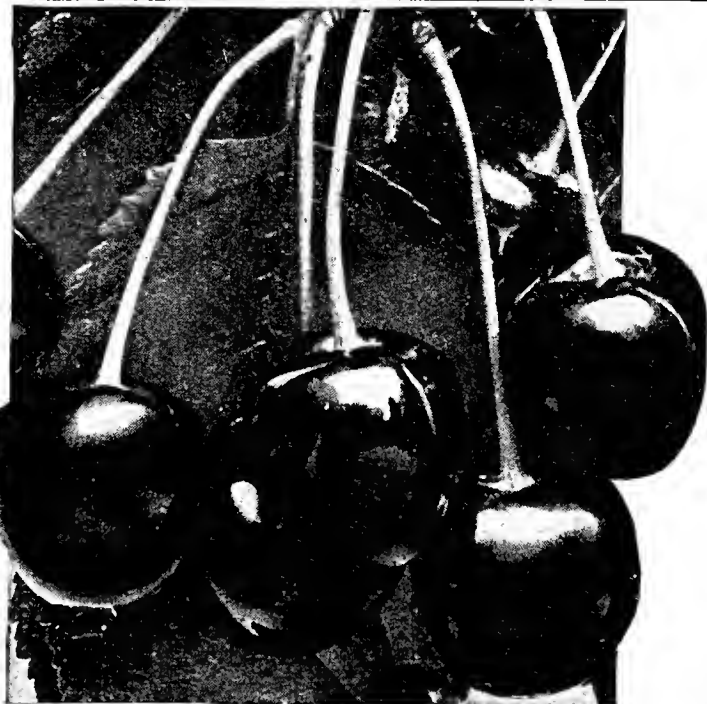
Black Tartarian.

EMLONG'S

"TRIANGLE" CHERRY ORCHARD

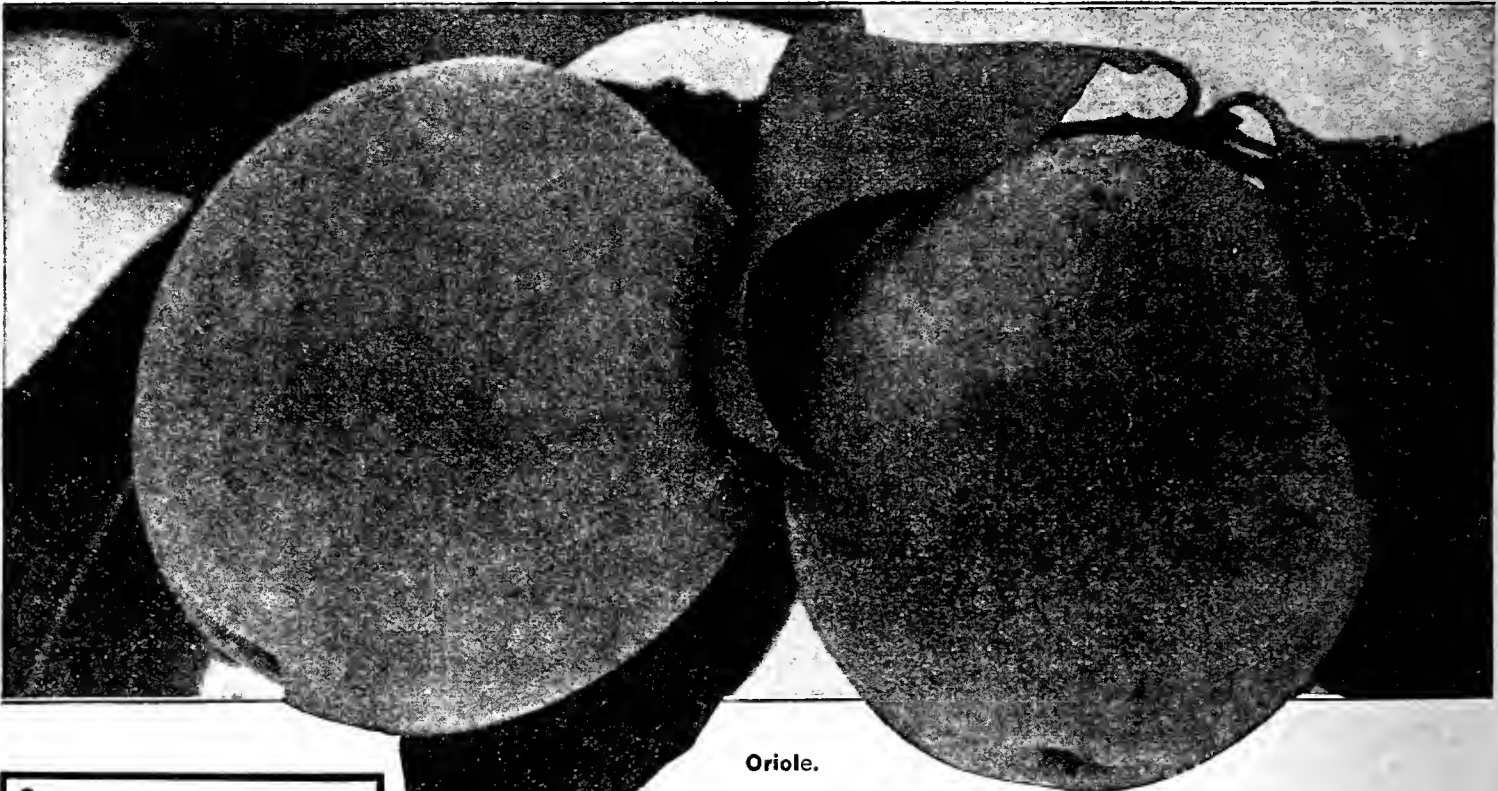
- 1 Tartarian. Black, sweet.
 - 1 Schmidt. Red, sweet.
 - 1 Napoleon. Yellow, sweet.
 - 1 Montmorency. Big, sour.
 - 1 English Morello, Late, sour.
- Selected, 2-yr., 4-6 ft. trees

\$ 2.50



Montmorency.

Emlong's MICHIGAN-GROWN PEACH TREES



Oriole.

Famous South Haven Peach

This is the Peach that has set the whole country talking about "bigger and better" Peaches. It paved the way for Hale-Haven. South Haven is an immense golden yellow Peach, with a beautiful red cheek. The flesh is golden colored, even after being canned—and ever so rich and sweet. The flesh is fine grained and firm, making it an excellent keeper and shipper.

Ripening 14 to 20 days ahead of Elberta, South Haven reaches the market when the supply of Peaches is not plentiful, and never fails to bring \$1.00 or more per bushel above common Peaches. The tree is hardy, healthy, vigorous, quick growing, young bearing, and a tremendous producer. Freestone. You can't make a mistake by planting heavily to South Haven. (See colored picture on back cover). PRICES AT BOTTOM OF PAGE 37.

New Oriole Peach

An outstanding new medium early Peach which ripens about a week ahead of Rochester. It has been tested thoroughly in Michigan for several years, and proven hardier than Elberta. Buds withstand winter temperatures of 15 to 20 below zero without injury. The tree is a thrifty grower, heavy and consistent bearer. Oriole fruit is a deep orange-yellow, with plenty of red to add lively color. Flesh is fine grained, juicy, and of excellent quality. A fancy, freestone variety for home use and nearby markets. We recommend thinning the fruit to secure extra large size and highest selling prices. PRICES AT BOTTOM OF THIS PAGE.

New Golden Jubilee

This enormous golden yellow Peach with red blush was introduced by the New Jersey Experiment Station, but has been thoroughly tested in northern states and found as hardy as Elberta. Ripens extra early. The flesh has an extra fine texture, is very juicy, and flavor is exquisitely new, rich and syrupy. Superb for fresh desserts and beautiful when canned. Acclaimed one of the best shipping varieties on the market. Freestone. (See picture on inside back cover). PRICES AT BOTTOM OF THIS PAGE.

"The Peach trees I bought of you 3 years ago bore last year, producing fruit which measured 11 1/2 inches around!"—J. L. BANKS, Iowa.

"The South Haven trees you sold me 3 years ago were loaded with big, uniform fruit last summer. No more cheap nursery stock for me—I buy from Emlong from now on. Your stock is dependable."—E. R. HOPKINS, Michigan.

WINNERS

Peach Orchard

Here are six supreme trees, representing the biggest, prettiest, tastiest, and best quality Peaches:

1 HALE-HAVEN

1 GOLDEN JUBILEE

1 ORIOLE

1 SOUTH HAVEN

1 ELBERTA

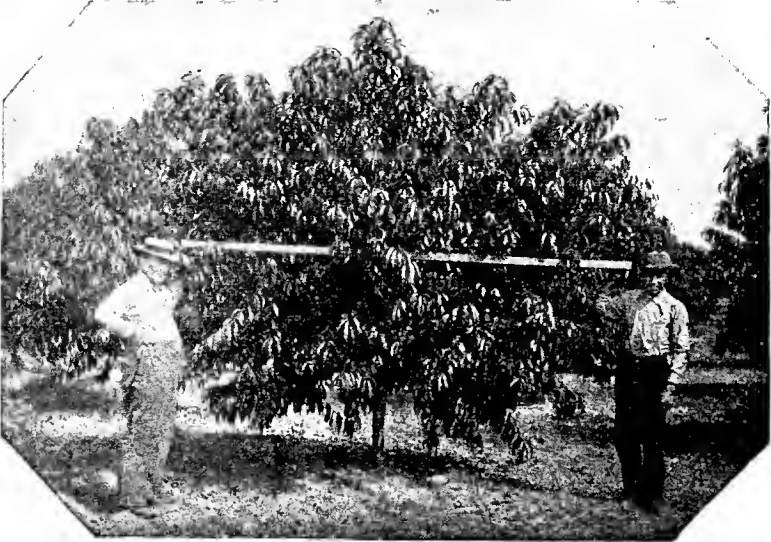
1 ROCHESTER

3-4 ft. trees

4-6 ft. trees

\$1.95

\$2.50



An Emlong Peach Tree Three Years After Planting.

PRICES OF ORIOLE AND GOLDEN JUBILEE TREES

	Each	5	10	25	50	100
Select 1-yr., 3-4 ft.	\$0.40	\$1.85	\$3.50	\$8.35	\$15.75	\$29.50
Select 1-yr., 4-6 ft.50	2.35	4.50	10.95	21.50	39.50

HARDY, QUICK-GROWING, HEAVY-YIELDING

PLANT PEACH TREES OF KNOWN QUALITY AND REPUTATION

Very few fruits enjoy such general popularity as Peaches. They combine delicious flavor, beautiful appearance, and health-giving food values. Everyone can eat Peaches, therefore they should be in every yard, and on every farm. The trees are comparatively small, and bear heavily. They commence to bear the year after planted, and quickly produce full crops. It is generally known that no Peaches can compare with Michigan Peaches for FLAVOR. Michigan-grown trees are also general favorites because of their hardiness and vigor. Whether you want only a few trees for your back yard, or wish to plant a large commercial orchard, we can serve you with highest quality trees. ALL VARIETIES WHICH WE OFFER ARE FREESTONE, and do well in all parts of the country.

EARLY ELBERTA. (Early Yellow Freestone.) Same shape and general manner as Elberta, but fruit is larger, and colors more highly. Flesh is yellow, fine grained, sweet, and juicy. An attractive and useful variety for home use or market. Tree is a prolific, annual bearer.

J. H. HALE. (Midseason Yellow Freestone.) Ripens a few days earlier than Elberta. Fruit is extra-large, light yellow, with a deep carmine blush. Fine quality and delicious flavor. One of the largest Peaches grown. Tree is hardy, a fast grower, and bears young. Does best when grown with Elberta, South Haven, or Rochester to insure perfect pollenization.

ROCHESTER. (Early Yellow Freestone.) Ripens medium-early and bears large, yellow fruit with dark red markings. Most deliciously rich flavor. Small pit. One of the best for canning and shipping. Tree bears young, produces heavily, and is very hardy.

LATE CRAWFORD. (Late Yellow Freestone.) Acclaimed by most growers as the best looking and best quality late Peach. Fruit is large, bright yellow, and of very firm texture. Flesh slightly red at pit, which adds to rich color of fruit when canned. Sweet and juicy. Tree is hardy, vigorous, and a good producer.

FITZGERALD. (Midseason Yellow Freestone.) Fruit is large, bright yellow, suffused with red. Deep yellow flesh, fine grained and fine flavor. Excellent quality. Ripens a week ahead of Elberta and is very productive. Tree is hardy.

GOLD DROP. (Late Yellow Freestone.) One of the best shipping Peaches ever grown. Fruit medium in size, but can be greatly improved by thinning and pruning the tree severely. Should be in every home and commercial orchard, as it bears heavily and annually. Exceptionally hardy. A sweet, sprightly flavor that is heightened by canning. Pure gold flesh when canned.

Notice

The new Peach HALE-HAVEN is described and priced on the inside front cover of this book.

EMLONG'S

"PRIDE OF MICHIGAN"

PEACH ORCHARD

2 South Haven

2 Elberta

2 Early Elberta

2 Rochester

2 J. H. Hale

2 Late Crawford

2-3 ft. trees

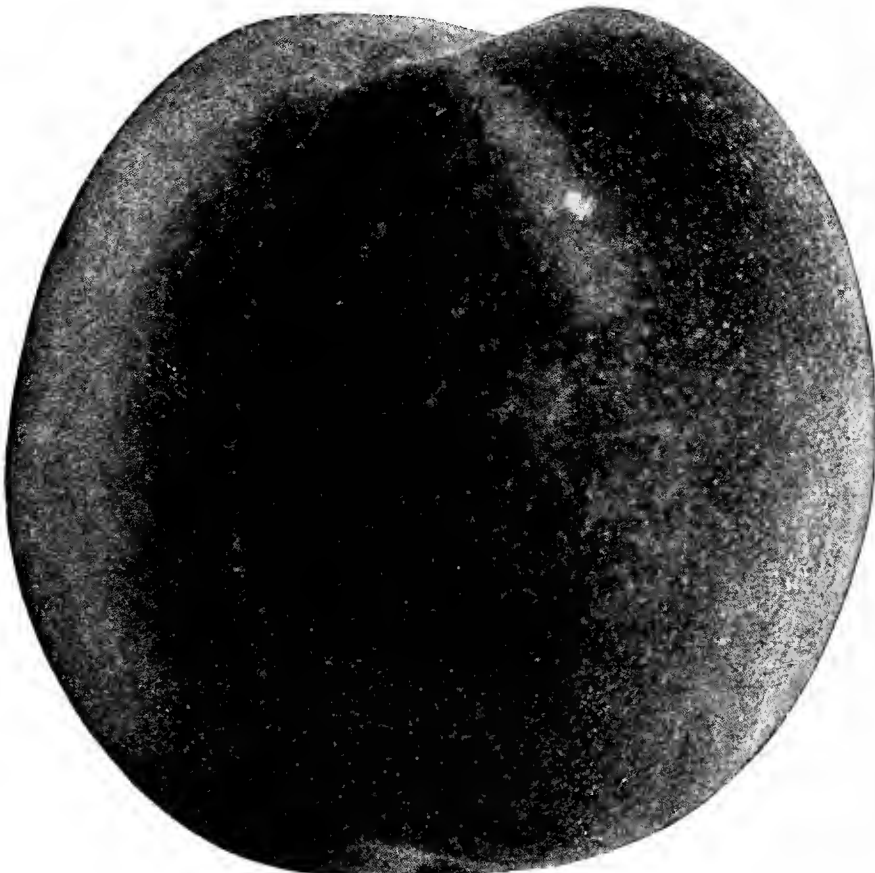
3-4 ft. trees

\$2.50

\$3.00

The Great Elberta Peach

King of midseason Peaches, and the standard of quality and size by which all others are judged! A bright, golden-yellow in color, large in size, and of excellent flavor. Flesh is ideally firm and stands handling and shipping better than other peaches, without bruising. Splendid for canning and storage, also for drying. Wherever Peaches are grown, Elberta succeeds. Trees are hardy, strong growers, and very heavy bearers. Freestone. PRICES at bottom of page.

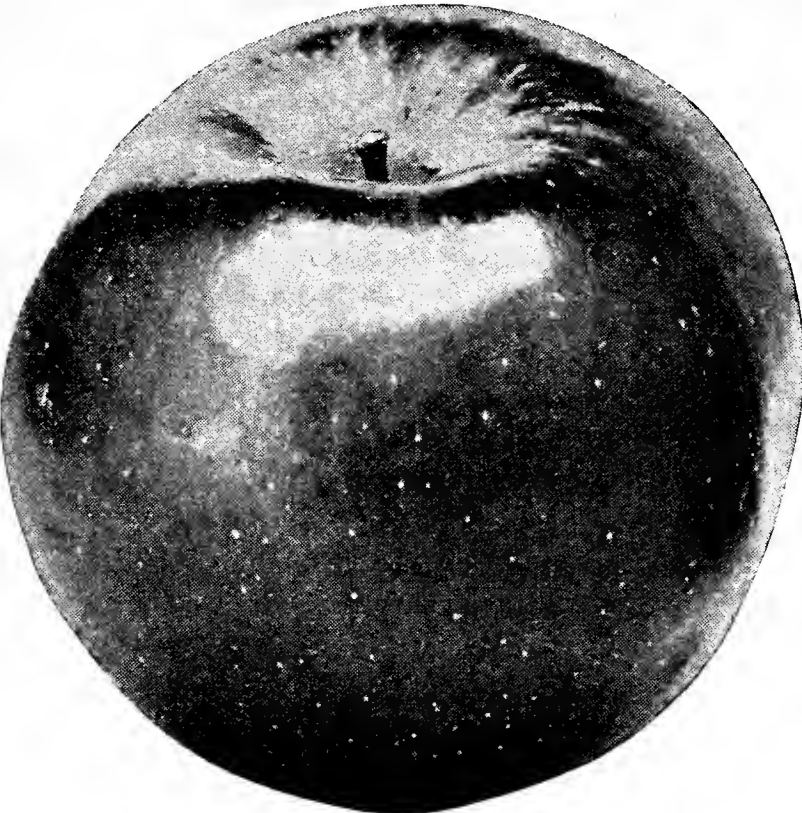


Elberta—Famed for Size and Shipping Quality.

PRICES OF PEACH TREES ON THIS PAGE—ALSO SOUTH HAVEN

	Each	5	10	25	50	100
Selected 1-yr. 2-3 ft.	\$0.30	\$1.35	\$2.50	\$5.75	\$9.85	\$18.95
Selected 1-yr. 3-4 ft.35	1.65	3.00	6.95	12.75	24.50
Selected 1-yr. 4-6 ft.45	2.10	3.95	8.95	16.85	33.50

EMLONG'S SELECTED APPLE TREES



Red Rome Beauty—Keeps Six Months in Storage.

Cortland Apple

Bears in August and September, and is rated as "A" grade for quality and size. A large, round Apple, of dark red, splashed with carmine and yellow, overspread with a purplish bloom. Very beautiful. Flesh is white, firm, fine grained, crisp and sweet. Does not bruise easily. One of the best early eating and shipping Apples. Tree is a strong grower and bears heavily. Our customers report 30 to 40 Apples on these trees the year after planting, and many have fruit the first year. PRICES ON PAGE 39.



Cortland—Supreme Fall Dessert Apple.

Add Value to Farms and Charm to Home Grounds

If you can't grow an Apple orchard, plant at least as many trees as your yard will accommodate—even if it's only one. You'll get worlds of enjoyment out of the beautiful blooms and delicious fruit. Most Apple trees grow large and spreading, making ideal back-yard shade trees. There is a shortage of "A" grade Apples right now, and if you plant an orchard this year, you'll be sure to increase the value of your home and farm, and cash-in on big profits in years to come.

New Yellow Delicious

Here is the Apple that old and experienced fruit growers claim is the "peak of excellence." It has a new, spicy, syrupy flavor that is different than all other Apple flavors. The fruit is a bright, glossy yellow in color, with pure white flesh. Crisp, tender, of fine texture, and very juicy. The quality is supreme. Trees bear very young and produce enormous crops. Never fails to bring top-notch prices on the market, and is rated as an extra fancy eating Apple wherever grown. (Picture on page 55). PRICES AT BOTTOM OF THIS PAGE.

New All-Red Delicious

Acclaimed the most beautiful of all Apples! Has the same large size, unique shape, and fine qualities as common Delicious, with the added grace of a DEEP BRIGHT RED COLOR that COMPLETELY COVERS the entire surface. Colors before it is full ripe, therefore, can be picked and marketed while quality is at its best. Ripens completely on the tree, therefore, has a richer flavor than other Delicious. Flesh is crisp, juicy and very white. Tree bears heavily. Picture on page 55. PRICES AT BOTTOM OF THIS PAGE.

Red Rome Beauty

An improvement over the original Rome Beauty, as the color is a solid, deep red, making it more attractive and saleable. A large, handsome Apple of uniform shape and size. Firmest flesh and skin of all Apples, making it rank highest for winter storage purposes. Clings to tree firmly, guarding the crop against losses from wind. Tree is a heavy and regular bearer. PRICES AT BOTTOM OF THIS PAGE.

Golden Winesap

A marvelous new Apple of large size, superior quality, and delightful flavor. Color of skin is a deep, golden yellow, slightly blushed pink when ripe. White flesh that is tart, spicy and delicious for eating fresh or cooked. Long keeping ability. Bears heavily. Supply limited—order early. PRICES AT BOTTOM OF PAGE.

Anoka

The new early fall Apple that has surprised everyone with its ability to bear fruit the first year planted, and quickly comes into full fruiting. Medium large, bright red fruit, with fine flavor. Very hardy and a heavy yielder. PRICES BELOW.

PRICES OF ALL APPLE TREES ON THIS PAGE EXCEPT CORTLAND

	Each	5	10	25	50
Selected, 2-yr., 4-6 ft. trees	\$0.85	\$3.95	\$7.50	\$17.50	\$33.50

POPULAR VARIETIES—Old and New

Baldwin

Favorite late winter storage and drying Apple. Fruit is large, deep glossy red. Flesh white, juicy and very solid.

Grimes Golden

Best late winter yellow Apple. Very firm flesh and skin. Flavor mild and pleasant. Flesh is fine grained and white. An excellent shipping and storage variety, and favored for drying.

Hyslop Crab

Large, deep crimson-red crab, of excellent flavor.

Jonathan

A superior late winter Apple. Bright, glossy red highly colored and richly flavored. Flesh is crisp, white, juicy, fine textured and very firm. Stands handling and shipping extra well, and is highly favored for winter storage. Equally desirable to eat fresh or cooked.

McIntosh

Late fall. Highest quality for home use or market. Medium size fruit of bright, lively red that makes it sell readily. Fine white flesh, with high spicy flavor.

Northern Spy

Late winter Apple. Excellent for eating, cooking, storage and drying. Fruit very large, greenish yellow striped with bright red.

Northwestern Greening

Large, roundish fruit of greenish yellow. Very firm and fine-grained flesh. Excellent storage Apple. Trees very hardy, productive, and bear young. Fine cooking variety.

Red Delicious

A large, crimson-red winter Apple with fine grained flesh. Crisp, tender, juicy and sweet. Ideal for dessert purposes. Trees grow rapidly and bear young and heavily. Good keeper and shipper.

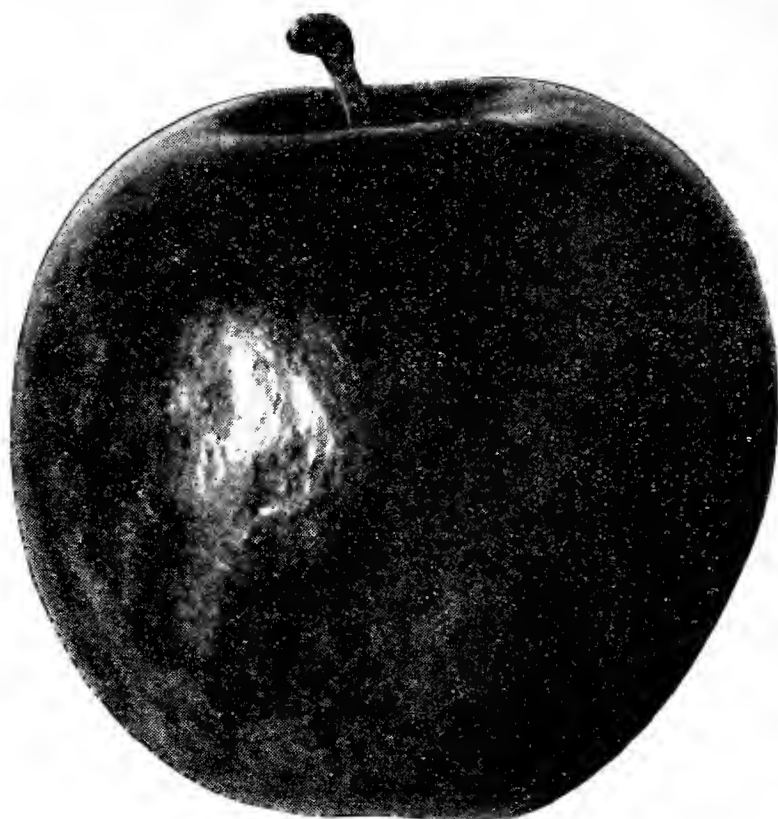
Red Astrachan

Bright red, with white flesh. Medium size fruit, ripens in summer. Tree very hardy, young and heavy bearer.

Rome Beauty

Large, beautiful Apple of light yellow color shaded cardinal, with red stripes. Crisp, juicy flesh. Popular for drying, cooking, and fine keeper for storage purposes.

"I ordered 85 Apple trees from you five years ago. Every one has proven true to name, and is in full bearing at this time! Fruit is of finest quality. Everyone admires my trees and I wouldn't part with them for any money."
JOHN LUKKO, Westboro, Mass.



Jonathan—Big Paying Storage Apple.

Stayman's Winesap

A late fall variety with a rich, enticing flavor. Dark red skin, tinged yellow in spots. Delicious for eating fresh or cooked. Good market sort.

Tolman Sweet

Large, creamy yellow with very sweet, white flesh. Delicious flavor. Heavy bearer. Best sweet Apple.

Wealthy

Fall Apple that is highly favored for pollenizing less prolific varieties. Large, round fruit of greenish yellow with dark red markings. Flesh is white, tender and sub-acid.

Yellow Transparent

Best yellow summer Apple. Fruit medium size, waxy yellow. Flesh white, mild and juicy.

PRICES OF ALL APPLE TREES ON THIS PAGE — ALSO CORTLAND

	Each	5	10	25	50	100
Selected, 2-yr., 4-6 ft.	\$0.50	\$2.35	\$4.50	\$10.75	\$19.75	\$38.50

EMLONG'S

"BIG TEN" APPLE ORCHARD

- 1 RED DELICIOUS
- 1 McINTOSH
- 1 NORTHERN SPY
- 1 YELLOW TRANS.
- 1 ROME BEAUTY
- 1 CORTLAND
- 1 JONATHAN
- 1 BALDWIN
- 1 WEALTHY
- 1 GRIMES GOLDEN

Selected 2-yr., 4-6 ft. trees

\$3.85

EMLONG'S

"ALL RED" APPLE ORCHARD

- 1 CORTLAND. Early fall.
- 1 McINTOSH. Fall.
- 1 RED DELICIOUS. Late fall.
- 1 JONATHAN. Winter.
- 1 BALDWIN. Winter storage.
- 1 RED WINESAP. Late fall.

Selected 2-yr., 4-6 ft. trees

\$2.40

CHOICE PEAR TREES

Pear trees grow rather tall and slender and for this reason even the smallest yard will accommodate several trees. They are easy to grow and free from diseases and insect pests. Pears can be used in so many ways to vary menus that they should occupy an important place in the family diet. Set Pear trees 20 to 25 feet apart.

DOUGLAS. A rapid growing, midseason Pear which often produces fruit the first year planted. Bears regularly and produces heavy crops on all soils; very hardy. The fruit is large, smooth, glossy, golden yellow flecked with russet. Flesh white and fine grained. Flavor rich, melting and juicy.

LINCOLN. Large, late summer Pear. Fruit is a beautiful, clear yellow with bright red cheek. Fine texture, extra juiciness, white flesh, and richly delicious flavor mark it as a winner. Equally desirable for eating fresh or canning. Splendid shipping quality. * Tree is a vigorous grower, heavy bearer and long-lived.

PRICES OF DOUGLAS AND LINCOLN PEAR TREES

All 2-yr. select, 4-6 ft. trees: 85c each; 3 for \$2.25; 10 for \$6.85.

BARTLETT. Most popular summer Pear. A heavy producer of golden yellow fruit with red cheek. Supreme flavor either when eaten fresh or canned. Fancy storage variety which brings high prices during fall and winter.

CLAPP'S FAVORITE. A large, pale yellow Pear with pretty red cheek. Flesh has an extra fine texture—free from graininess, very sweet and highly flavored. Tree is hardy, a vigorous grower, and heavy producer.

KIEFFER. Famous for its long-keeping ability and canning quality. Fruit is large, yellow and very firm. Excellent shipper. Trees very hardy and heavy croppers.

SECKEL. The small "Sugar Pear" so popular for eating fresh and pickling. Very rich in flavor, juicy and of fine texture. Colors a beautiful red when ripe.

PRICES OF ALL PEAR TREES EXCEPT DOUGLAS AND LINCOLN

Each	2-yr. select, 4 to 6 ft.				
	5	10	25	50	100
\$0.65	\$2.95	\$5.75	\$13.75	\$25.50	\$47.50

FAVORITE APRICOTS

SUPERB. Beautiful orange colored fruit with firm flesh and excellent flavor. Delicious to eat fresh, canned or dried. Tree grows large and bears heavily. As hardy as Peach trees. Plant two or more Apricot trees to assure pollenization.

MOORPARK. Large, yellow fruit, with red cheek. Very beautiful, sweet and juicy. A freestone variety, resembling both plums and peaches in manner of growth. Heavy bearer and as hardy as plum trees.

PRICES OF APRICOT TREES

Selected, 4 to 5 ft., 60c each; 3 for \$1.50; 10 for \$4.95.

EMLONG'S FAMOUS FIVE Pear Orchard

- 1 DOUGLAS
- 1 LINCOLN
- 1 BARTLETT
- 1 KIEFFER
- 1 CLAPP'S FAVORITE

All 2-yr., 4-6 ft. trees

\$3.00

EMLONG'S GOLDEN ORCHARD

A perfect combination of six popular tree fruits for your yard or orchard.

- 1 YELLOW WINTER APPLE
- 1 YELLOW SWEET CHERRY
- 1 LARGE YELLOW PLUM
- 1 LARGE YELLOW PEAR
- 1 LARGEST YELLOW PEACH
- 1 LARGE GOLDEN APRICOT

Six Selected, 2-Year, 4-6 Ft. Trees

\$2.75

Cluster of Apricots.

QUALITY PLUM TREES

Plums add a "zip" and tartness to the family diet that serves as a delightful appetizer. Nothing can take the place of tasteful "plum butter" or preserves. If you haven't room for an orchard, plant a couple trees in the yard for shade. Set Plum trees 20 to 25 feet apart.

WANETA. Largest and handsomest Plum. Color deep purplish maroon. Flesh is golden yellow, firm, crisp, sweet and juicy. A young bearer and heavy cropper. Perfectly hardy even in the far Northwest.

GERMAN PRUNE. Immense, oval-shaped fruit of deep bluish purple color. Flesh is extra firm and texture fine. Highly flavored. The universal canning and drying Plum. Very hardy and a good producer.

MONARCH. Large, round Plum of deep purple color. Flesh is richly sweet, juicy, of fine texture, and remarkably firm. An excellent canning and shipping variety. Hardy and a good bearer.

ABUNDANCE. One of the most popular Plums. Fruit is large, amber colored, mottled with violet-red. Flesh is rich yellow, juicy and deliciously sweet. Good keeper and a favorite canner and shipper.

GOLDENROD. Large, round, golden yellow Plum with sweet, tender flesh. Finest quality either for eating fresh, canning or shipping. Trees are perfectly hardy, strong growers and heavy bearers.

UNDERWOOD. Extra large, round, bright red fruit. Excellent flavor, tart but sweet. A favorite for canning and shipping. Small pit, firm flesh. Extremely hardy and a heavy, annual producer.

SAPA. One of Professor Hansen's introductions, which has proven very hardy. Fruit is dark purple, with purple flesh, and is borne in clusters. Medium size, delicious flavor. A heavy producer.

PRICES OF ALL PLUM TREES

Selected 2-yr., 4-6 ft. trees.

Each	5	10	25	50	100
\$0.65	\$2.95	\$5.75	\$13.75	\$25.50	\$47.50

ORANGE QUINCE

Undoubtedly the most widely known and best liked Quince. Produces nearly orange-shaped fruit which is yellow when ripe. Excellent flavor to use alone or in combination with other fruits in preserving, making jellies, conserves, etc. Trees bear young and are very productive. Easy to grow. Quinces are always scarce and bring a good price wherever offered. Trees are small and a large crop can be grown on a small plot of ground.

PRICES OF ORANGE QUINCE

Selected, 2-yr., 4-5 ft. trees, 85c each; 3 for \$2.25; 10 for \$6.85.

"To my amazement, most of the trees I bought of you last year are bearing this year. Such quick crops were never heard of around here before!"
H. SCHNEIDER, Detroit, Mich.

HOME BUILDERS ORCHARD

These trees will provide bushels of finest fruit to eat, can and sell. Plant them instead of shade trees. They bear young and heavily.

1 Cortland Apple	1 Jonathan Apple
1 South Haven Peach	1 Elberta Peach
1 Tartarian Cherry	1 Montmorency Cherry
1 Abundance Plum	1 Waneta Plum
1 Bartlett Pear	1 Kieffer Pear
1 Apricot Tree	1 Quince Tree

12 Big 2-Yr., 4-6 Ft. Trees

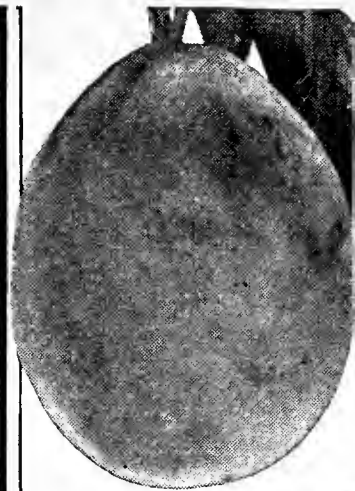
\$5.50

EMLONG'S SAMPLER PLUM ORCHARD

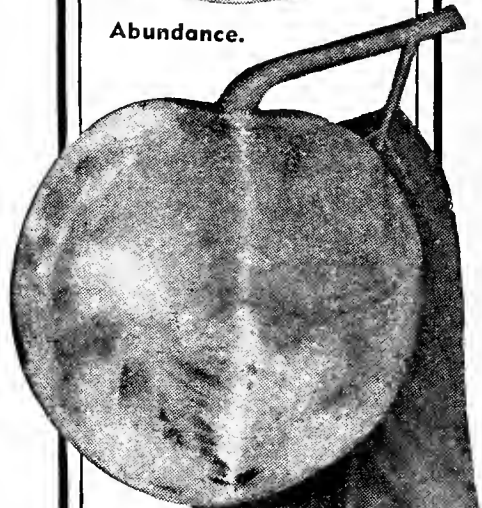
1 WANETA
1 ABUNDANCE
1 GERMAN PRUNE
1 UNDERWOOD
1 GOLDENROD

All 2-yr., 4-6 ft. trees

\$2.50

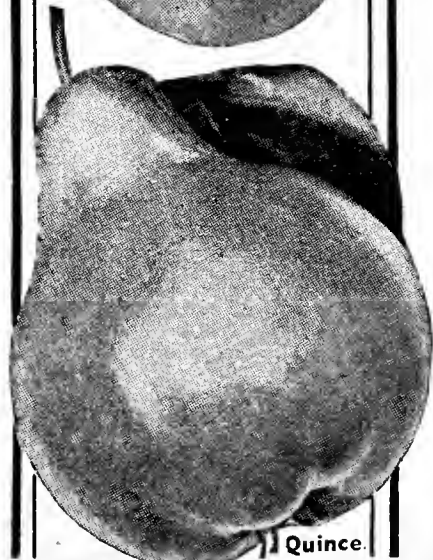


Abundance.



Waneta.

German Prune.

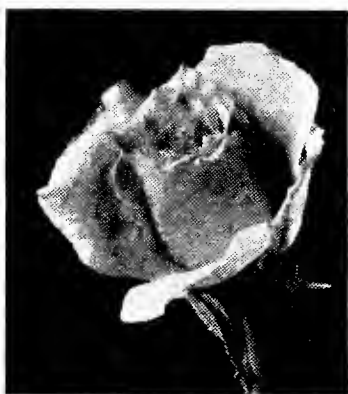


Quince.

EMLONG'S MAGNIFICENT ROSE CARNIVAL



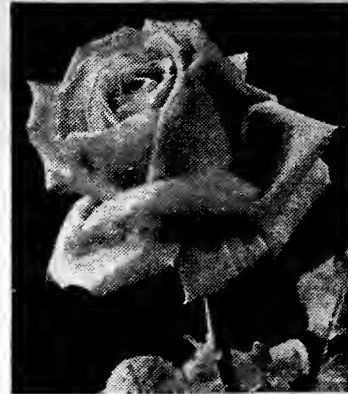
Talisman.



M. Van Rossem.



Betty Uprichard.



Margaret McGredy.

ALL ROSES ON THIS PAGE ARE HARDY, EVERBLOOMING VARIETIES. THEY ARE STRONG, WELL ROOTED, 2-YEAR FIELD-GROWN BUSHES THAT WILL BLOOM THE FIRST YEAR.

BETTY UPRICHARD. Inner petals delicate salmon-pink—outer petals deep carmine shaded copper. Large flower, delightfully rolled petals.

E. G. HILL. Long, pointed buds, with high-centered, very double blooms. Dazzling scarlet with maroon colored velvety surface.

ETOILE de FRANCE. Garnet-red with velvet surface, shading to vivid cerise at center. Very large, full, fragrant flowers. Blooms continuously.

ETOILE de HOLLANDE. Immense blooms of deep crimson-maroon. Broadly rolled petals fold away from high, rounded center. Strong grower, continuous bloomer.

FEU J. LOOYMANS. Pointed orange-buff buds open to double, fragrant flowers of yellow with apricot center. Free bloomer.

HENRY NEVARD. Broad, spreading flowers of delightful bright cardinal-red, opening from pointed buds. Highly scented.

INDEPENDENCE DAY. Flaming copper-pink buds, open to orange-pink blooms fading but little. Immense quantities of bloom all through the summer.

JONKHEER J. L. MOCK. Immense blooms with broad petals rolling outward in majestic form. Cherry-carmine outside, silvery pink inside petals.

LADY MARGARET STEWART. Golden yellow, splashed with bright red, inside and out. High-centered, full flower. Charmingly dainty.

LUXEMBOURG. Large, compact rose of vigorous growth. Steady bloomer. Amber-yellow rolling away from a deep pink center.

MARGARET MCGREDY. Carmine-rose, approaching a rich oriental-red at end of petals. Large, long-lasting flower with spicy scent.

M. VAN ROSSEM. A gala display of vivid orange and apricot in the bud. Opens to bronzy yellow suffused with rose.

MRS. HENRY BOWLES. Favorite pink at World's Fair. Large, full, deep pink blooms borne singly on long stems. Always in bloom. Fine for cutting.

PRESIDENT HERBERT HOOVER. Vivid cerise-rose, softly suffused with yellow, orange and scarlet. Large, full flower. Exquisitely perfumed, strong grower, always in bloom.

REV. F. PAGE-ROBERTS. Full, lovely shaped flower, golden yellow stained outside with bright red. Long buds. Excellent fall bloomer.

ROSYLN. Purest golden yellow petals with orange splashings on outside. Globular shape. Very lasting and regular bloomer.

SHOT SILK. Brilliant golden cerise, suffused with silvery pink. Graceful form and delicate fragrance.

SOUV. de CLAUDIUS PERNET. Clear lemon-yellow, unfolding in sun. Large, full flower, with elongated petals at center. Dependably satisfactory.

TALISMAN. Gorgeous combination of gold, rose, apricot and blood-red. Long, shapely buds open to uniquely pointed petals. Free bloomer.

TEMPLAR. Big, globe-shaped Rose of deep, cranberry-red with velvet surface. Delightfully perfumed. Bush almost thornless.

VILLE de PARIS. A pure sunflower-yellow which does not fade. Shaped similar to Radiance. A strong grower and free bloomer.

WILLOWMERE. Bright shrimp-pink, toning to cream-pink at base of petals. Many rows of petals intriguingly rolled. Extra large. Free bloomer.

**EMLONG'S
"HARMONY"
Rose Bouquet**

Roses that appeal to the artistic temperament—rare symphonies of blended colors, from June until December:

1 TALISMAN
1 PRES. H. HOOVER
1 JOANNA HILL
1 OPHELIA
1 J. L. MOCK
1 VAN ROSSEM

Big, 2-Yr. Bushes
\$2.00

PRICES ALL ROSE BUSHES NAMED ON THIS PAGE: Your Choice of Varieties—50c each; 3 for \$1.35; 10 for \$3.85.

(Note: If you wish us to select varieties, simply give quantity desired and number of page where found. We will send a complete assortment of colors, all labeled).



E. G. Hill.



Ville de Paris.



Luxembourg.

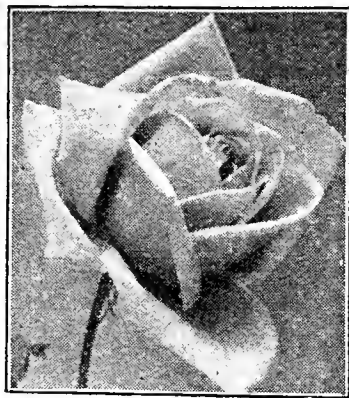


Pres. Herbert Hoover.

CHOICEST BEAUTIES OF THE CENTURY



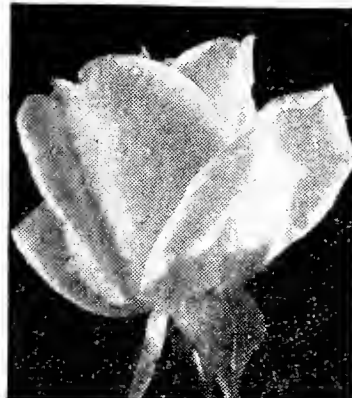
Francis Scott Key.



Sensation.



Mrs. Chas. Bell.



Pink Radiance.

ALL ROSES ON THIS PAGE ARE HARDY EVERBLOOMING HYBRID TEA, EXCEPT THE LAST THREE, WHICH ARE HYBRID PERPETUALS. THEY ARE ALL STRONG, WELL ROOTED, 2-YR., FIELD GROWN BUSHES THAT WILL BLOOM THE FIRST YEAR.

DAME EDITH HELEN. Magnificent globular form with many rows of petals which curl back artistically, holding steadily a vivid rose-pink.

FRANCIS SCOTT KEY. Deep, glowing red, shading to cerise. Extra large, with a profusion of petals surrounding a high center. Richly perfumed.

GENERAL MacARTHUR. Dazzling crimson-scarlet with velvet surface. Broad petals. Exquisitely perfumed.

GOLDEN DAWN. Yellow buds, flushed pink, open to a clear, bright yellow. Large globular flower.

GRUSS AN TEPLITZ. Showy bedding Rose, never out of bloom from June till winter. Intense velvety cranberry-red blooms. Should be in every garden.

JOANNA HILL. Clear yellow with orange-rose heart. Long-pointed buds open to a large, semi-double, long-lasting flower.

LOS ANGELES. Flame-pink toned with coral and shaded gold at base of petals. Large, continuous bloomer. Petals twist and roll back charmingly.

MME. EDOUARD HERRIOT. A mingling of bronze, geranium-red, copper and pink, to produce a deep salmon glow when seen at a distance. Long pointed buds, large, curled petals.

MRS. HENRY MORSE. Bright shrimp to salmon-pink blooms, with silvery shadings. Lovely pointed buds. Long-lasting, free bloomer.

MRS. E. P. THOM. Clear sunflower-yellow which does not fade. Large bloom, high center. Never out of bloom. Charming bronzy-green foliage.

MRS. CHAS. BELL. Soft shell-pink with salmon background and silvery surface. Full, globular shape. Continuous bloomer. Hardy, thrifty bushes.

OPHELIA. White, tinted and shaded with salmon, pink, and yellow. Entirely unique and lovely both in bud and full flower. Bushes loaded with bloom from June till December. Makes dainty bouquets.

PRICES OF ALL ROSE BUSHES NAMED ON THIS PAGE: Your Choice of Varieties—50c each; 3 for \$1.35; 10 for \$3.85.

(Note. If you wish us to select varieties for you, simply specify quantity desired and number of page where found. We will send a complete assortment of colors, all labeled).

EMLONG'S "CLEAR COLOR"

Rose Bouquet

Bright, definite colors; large blooms; exquisite perfumes; lovely in the garden or for cutting.

- 1 SENSATION. Maroon
- 1 FRANCIS S. KEY. Bright red
- 1 VILLE DE PARIS. Yellow
- 1 DAME E. HELEN. Pink
- 1 F. K. DRUSCHKI. White
- 1 MME. HERRIOT. Salmon

Big 2-Yr. Bushes

\$1.95

SENSATION. Dark, blackish maroon with thick velvet on surface of petals. Handsome pointed buds, large, full blooms, lavishly produced. Most exotically perfumed.

SOUV. de GEORGES PERNET. Long, brick-red buds open to a deep carmine-pink bloom livened by Oriental red touches. A cheery novelty.

SUNBURST. Coppery yellow buds and flowers. Very lasting, and a continuous bloomer. Lovely for cutting.

Hybrid Perpetuals

These Roses do well in the far North, where Hybrid Teas often winter-kill. They are vigorous growers, but if pruned severely each spring, will bloom intermittently all summer.

FRAU KARL DRUSCHKI. (Snow Queen). Very large, delicately formed, creamy white. Free bloomer, healthy, hardy, vigorous-growing bushes.

GENERAL JACQUEMINOT. Many velvety petals of deep maroon-red. Very fragrant, free bloomer.

MAGNA CHARTA. Very large, deep rose-pink blooms. Unusually fragrant. An abundant bloomer.



Joanna Hill.



Red Radiance.



Dame Edith Helen.

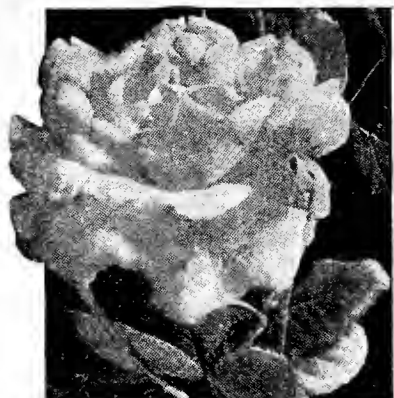


Sunburst.

CHARMING NEW AND PATENTED ROSES



Mary Hart.



Blaze Climber.



Countess Vandal.



Nigrette.

ALL ROSES LISTED ON THIS PAGE ARE STRONG, 2-YR. FIELD-GROWN SPECIMENS. THEY BLOOM ALL SUMMER, FROM JUNE UNTIL WINTER. (Except Golden Climber as noted).

BLAZE Everblooming Climber. (Plant Pat. No. 10). Brilliant, double scarlet blooms, measuring 1 to 2 inches across, borne in large, loose clusters. Never fades. Blooms from June until late fall. Bushes are healthy, thrifty growers. **Price: \$1.50 each.**

COUNTESS VANDAL. (Plant Pat. No. 38). Most gorgeous and popular Hybrid Tea Rose ever grown. Has extra long, pointed buds, with distinctive shadings of coppery bronze, buff-gold, suffused with soft salmon-rose. Outer petals show deeper color, while the inner petal is lighter and rolls outward artistically. Lasts long, and is exotically perfumed. Blooms unceasingly throughout the summer. **Price: \$1.00 each.**

GOLDEN CLIMBER. (Mrs. Arthur C. James). (Plant Pat. No. 28). Winning more medals every year! A large, Hybrid-tea type of Rose, very double, borne singly on long stems. Deep golden yellow, tinged coral at center. Blooms in profusion during June, does not fade. Bushes are thrifty climbers. **Price: \$2.00 each.**

MARY HART. (Plant Pat. No. 8). Offspring of the famous Talisman, this Rose retains its artistic shape, but is a deep, velvety, blood-red with slight amber glow toward bottom of petals, and darker veinings. Long stems, and long-keeping quality make it an ideal bouquet Rose. Blooms continuously. Bushes are strong growers. **Price: \$1.00 each.**

NIGRETTE. (Plant Patent No. 87). Latest European novelty, called "The Black Rose of Sangerhausen." Immense, cup-shaped blooms of intensely deep maroon, with blackish velvety surface. Appears nearly black at a distance. Plant blooms continuously, and is hardy. **Price: \$2.00 each.**

AUTUMN. Showy, many-colored new novelty. Small, fine, ovoid buds of burnt orange, open to double, cupped blooms that are very fragrant and lasting. Golden orange, streaked with red, rose and deep salmon. **Price: 60c each; 3 for \$1.50.**



New HOLLYWOOD Rose

HOLLYWOOD. Most exotically perfumed of all red Roses. Buds are deep maroon, long and pointed, opening to a cranberry-maroon with velvety surface and high center. Many petals, delightfully arranged. Borne on long stems. Bush is an upright grower, never out of bloom. **Price: 60c each; 3 for \$1.50.**

EDEL. Gorgeous new white Rose. Blooms measure 4 to 5 inches across. Deep, close center, with many petals. Rich ivory-white at base, shading to purest white at end of rolled petals, which are covered with a frostlike glistening coating. Makes a wonderful bouquet partner for deep red Roses. **Price: 50c each; 3 for \$1.40.**

McGREY'S SCARLET. Brilliant scarlet with crimson tipped petals. A sunset glow of deep orange at base of petals adds a distinct touch. Full double flowers, large in size, and continuously in bloom. **Price: 60c each; 3 for \$1.50.**

MRS. PIERRE DUPONT. Most popular yellow Rose at World's Fair. Glorious, bright golden yellow of noble size and many petals. A veritable mass of bloom from June until December. Excellent garden type. **Price: 60c each; 3 for \$1.50.**

SOUVENIR. (Plant Patent No. 25). Gorgeous, very double, clear golden Rose of the Talisman type. Large blooms with charmingly rolled, pointed petals, borne on long stems. Blooms profusely. **Price: \$1.00 each.**

**ELITE
BOUQUET
ROSE OFFER**

1 NIGRETTE. Blackish maroon.
1 COUNTESS VANDAL. Salmon.
1 MARY HART. Blood-red.
1 NEW EDEL. Pure white.
1 MRS. P. DUPONT. Yellow.

2-Yr., Selected Bushes
All Everblooming

\$4.50



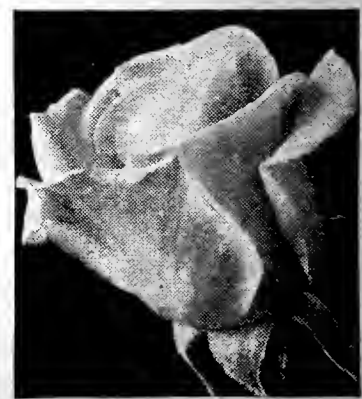
McGredy's Scarlet.



Autumn.



Edel.



Mme. Dupont.

BABY ROSES—HEDGE ROSES—CLIMBERS



25-ft. Fence Planting—Five Climbing Roses One Each of Varieties Named Below—All 2-Year Bushes, \$2.00

SCORCHER. Dazzling new scorching red climber from Australia. Blooms are semi-single, measuring 3 to 4 inches across. Petals toward center are smaller, curling charmingly and forming a swirl of color around the long, attractive yellow stamens. Blooms heavily in June, and occasionally thereafter. Hardy.

PAUL'S SCARLET. A choice climber of bright scarlet color. Large, semi-double blooms borne in loose clusters. Blooms June, holding its color and flowers an exceptionally long time. Very free flowering and hardy.

PRIMROSE. New yellow climber which does not fade. Flowers 2½ inches across, borne in clusters. Blooms profusely in June and lasts a long time.

DR. W. VAN FLEET. Beautiful clear pink buds, which open to large flowers on long stems. A mass of bloom in June, and lasts a very long time. Hardier than many climbers.

CLIMBING AMERICAN BEAUTY. Heavy, double flowers of bright rose-red borne singly on stems. Strong, quick grower, very free bloomer; very hardy. Blooms in June.

PRICES ALL CLIMBERS LISTED ABOVE:

Strong, 2-year bushes, 50c each; 3 for \$1.35; 10 for \$3.50.



SCORCHER—New Australian Climber.



A Bed of Baby Ramblers.



Section of a Rose Hedge.



10 BABY RAMBLERS, 15-ft. Border, \$2.00

Baby Ramblers are very double, sweetly scented little Roses, borne in large clusters on dwarf bushes. Never more than 18 inches tall. **BLOOM CONTINUOUSLY ALL SUMMER.** Excellent for massing in solid beds, border plantings, potting, etc. A planting lasts many years. Set plants 18 inches apart. Hardy.

THESE ARE THE LATEST NOVELTIES, and are listed at higher prices elsewhere:

GOLDEN SALMON SUPERIOR. Bright orange-salmon which does not fade.

RED ECHO. Glorious bright red.

BRILLIANT ECHO. Deep crimson-rose.

CECILE BRUNNER. Glowing rose-pink.

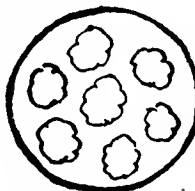
EDITH CAVELL. Cherry-red with white eye.

PRICES ALL BABY RAMBLERS:

2-yr. bushes, 30c each; 3 for 85c; 7 for \$1.50; 10 for \$2.00.

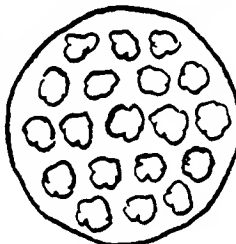
**A 5-foot Bed of
Baby Rambler
Roses—7 Bushes,
For Only**

\$1.50



**An 8-foot Bed
of
Baby Ramblers
—19 Bushes—
For Only**

\$3.60



10 SHRUB ROSES, 25-ft. Hedge for \$2.00

Semi-double blooms, 2 inches across, followed by red fruits which remain all winter. Very free flowering. Bloom in June. Beautiful dark green, dense foliage. Hardy everywhere. Bushes make excellent hedges as they grow 4 feet tall if not pruned. Set bushes 2½ feet apart for hedges. **Prices: Big, 3-yr. bushes, 30c each; 3 for 75c; 10 for \$2.00.**

EMLONG'S "GRAND FINALE" ROSE SPECIAL

Here are the 15 most beautiful, **Everblooming Roses** of the season. Enough to plant an entire Rose garden! They will give you unceasing pleasure from June until winter. An abundance of the loveliest blooms of all colors, blends and shapes. See preceding pages for separate descriptions.

15 BIG 2-YEAR, FIELD-GROWN BUSHES:

1 MCGREDY'S SCARLET
1 FRAU KARL DRUSCHKI
1 MARGARET MCGREDY
1 REV. F. PAGE-ROBERTS
1 SOUV. de GEORGES PERNET

1 MRS. P. DUPONT
1 NEW HOLLYWOOD
1 NEW AUTUMN
1 RED RADIANCE
1 BETTY UPRICHARD

1 EDEL
1 SUNBURST
1 TALISMAN
1 E. G. HILL
1 WILLOWMERE

15 BIG. BEAUTIES

\$4.85

POPULAR HARDY HEDGE PLANTS



Specimen Red Barberry Bush.

Red-Leaf Japanese Barberry

\$1.90 Per Dozen 2-yr. Plants.

Glossy, purplish maroon leaves, which turn to brighter tones in the fall, are borne on upright branches. Leaves slightly larger than Green Barberry. Produces a luxurious appearance in the landscape, and is highly desirable either for specimen plantings, groups, planting among evergreens, or edging taller plantings. Set bushes 12 to 18 inches apart.

PRICES

	Each	3	12	100
2-yr., 12-18 inch	\$0.20	\$0.50	\$1.90	\$14.00
3-yr., 18-24 inch	.45	1.20	4.00	25.00

Green Japanese Barberry

\$1.00 Per Dozen 2-yr. Plants

You can't plant too much Barberry in your yard, for its bright green leaves, turning to dazzling shades of red, orange, and gold in the fall, followed by red berries which remain all winter, make it a sight of endless delight! Barberry is perfectly hardy, and thrives on the poorest soils.

It may be pruned any time of the year to keep it the desired height and shape. Beautiful as specimen plants, clumps, hedges, borders and for grouping in front of taller shrub plantings. Ideal for bungalow foundation plantings. Set the bushes 18 inches apart.

PRICES: 2-yr., 12-18 inch, each, 15c; 12 for \$1.00; 100 for \$6.50. 3-yr., 18-24 inch, each, 20c; 12 for \$1.90; 100 for \$15.00.



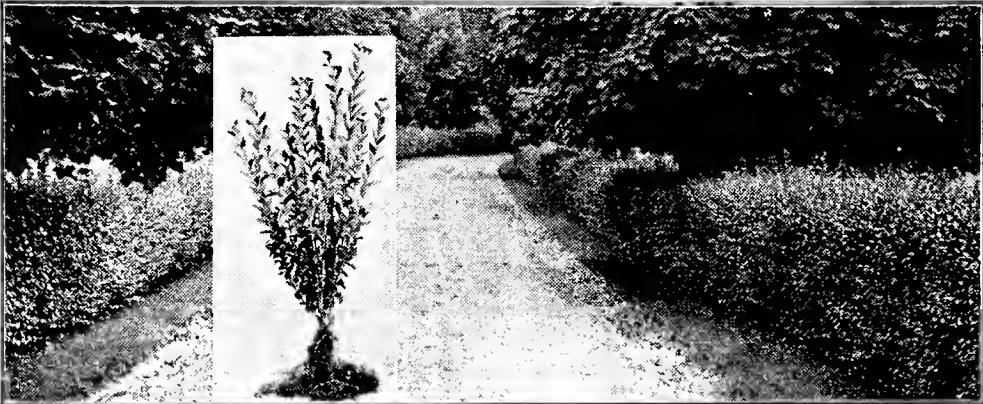
Green Japanese Barberry Hedge.

Amoor River Privet for Clipped Hedges

\$1.00 Per Dozen 2-yr. Plants

Hardest of all Privets. Foliage dark, glossy green, not subject to blight. Resistant to insect pests. Leaves are retained far into the winter. Small white flowers, followed by waxy white berries. May be pruned any time of the year and kept the desired height and shape. Is also extensively grown for screening purposes, being left unclipped. Makes fine foundation shrub for tall public buildings. Grows on poorest soils. Set plants 9 to 12 inches apart and prune severely for dense, stocky hedge.

PRICES: 2-yr., 12-18 inch, 12 for \$1.00; 100 for \$5.50. 3-yr., 18-24 inch, 12 for \$1.50; 100 for \$7.50.



Hardy Amoor River Privet Hedge.

The Famous Spirea Van Houttei

15 Two-Year Plants, \$1.00

America's most popular shrub. Masses of tiny white blooms in clusters cover sweeping branches in May and June. Leaves delicately cut, remain on the bush and stay bright green until autumn, when they turn shades of bronze and gold. Tall growing, but may be pruned any time of the year to desired height. Set plants 3 to 4 feet apart, according to denseness desired. Grows everywhere, and is perfectly hardy.

PRICES: 2-yr., 12-18 inch hedging, 5 for 50c; 15 for \$1.00; 100 for \$5.50. 4-yr., 2-3 ft. clumps, each 25c; 5 for \$1.00; 15 for \$2.25; 100 for \$12.00.



Cheerful Spirea Van Houttei Hedge.

SEE PAGE 49 FOR OTHER SHRUBS SUITABLE FOR HEDGES AND WINDBREAKS.

THE NEW TRUEHEDGE COLUMNBERRY

(Plant Patent No. 110. Propagating Rights Reserved)

Aristocratic Pyramidal-Growing Plant Resembling Evergreen Boxwood

Here is the "latest word" in ready-made hedges! A new variety of Barberry which naturally grows upward in columnar shape. The dark, glossy green leaves are thicker and longer than common Barberry, and produced more densely along the stems, all the way to the ground. Truehedge plants produce a dense, shapely hedge immediately, as they may be set close together without fear of crowding the branches. Very little pruning required, except to snip off an occasional branch tip which gets out of place.

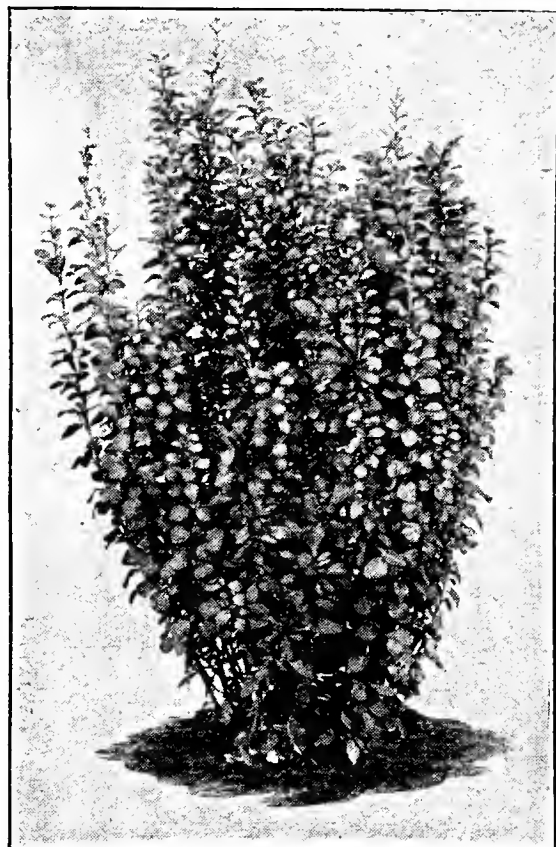
Charming Individual Specimens

There has long been a need for a low-priced columnar shrub to take the place of Evergreens and Boxwood for corner plantings, accent places, etc. The price of Truehedge shrubs makes it possible to plant extensively wherever formal effects are desired. Will grow to a height of 4 to 5 feet if desired, and can be trimmed to perfect point at the top like Pyramidal Arbor-Vitae. Foliage is retained extra late in the fall, and the heavy crop of red berries keeps the bushes beautiful all winter.

Perfectly Hardy—Easy to Grow

Truehedge has withstood a winter temperature of 26° below zero without a sign of injury, and has come through the severe droughts of the past several years without its growth or beauty being hindered in the least. Thrives on poor soil where Evergreens and Boxwood won't grow. Absolutely immune from rust. We recommend this delightful shrub for planting as single specimen, in groups of three or five for accent, for foundation plantings, hedges and borders. Also fine for potted specimens.

PRICES: 12-15 inch, well branched plants, 50c each; 5 for \$2.25; 10 for \$4.00; 100 for \$35.00.



Truehedge Columnberry Plant.

New CHINESE ELM HEDGE and WINDBREAK

Dense, Rapid-Growing Plants That Soon Form a Solid Wall

The tree form of Chinese Elm has won universal favor because of its ability to combine rapid growth with hardiness and stability. These features are also dominant in the shrub form. No matter where you live, you can grow a beautiful, dense hedge of Chinese Elm in a very short time. It will never "freeze out" during severe winters like many other hedges.

If you have thin, poor soil and find it necessary to "feed" hedges to get them to grow, discard all old varieties and try Chinese Elm. It never needs any fertilizing or coaxing, even when planted in shady locations.

Charming Foliage

The leaves of Chinese Elm Hedge are dark, glossy green, small and very artistic. They are borne on slender branchlets, hence even after a severe pruning the hedge does not look woody. The new, bright green branchlets and leaves come on unbelievably soon after pruning, keeping the hedge always fresh looking. Leaves and branches borne densely, to form a solid wall of green, through which no animal can creep.

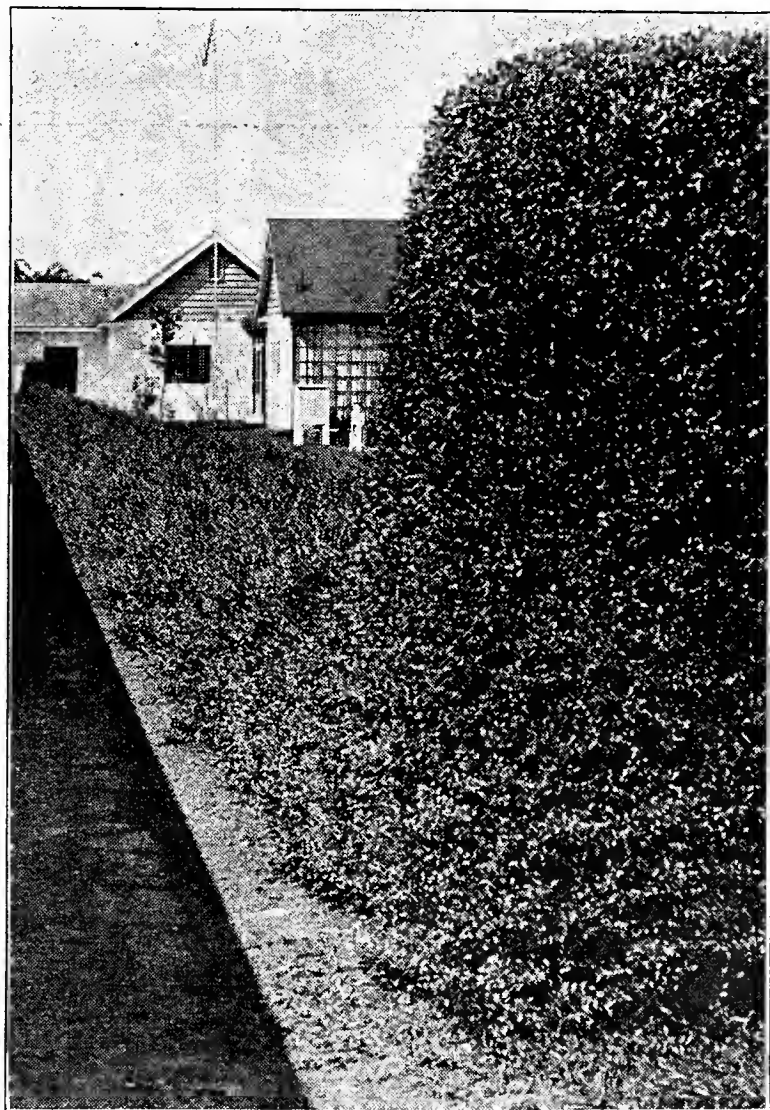
Solves Many Hedging Problems

We recommend this hedging for low-growing, bushy hedges; 2 to 8 foot clipped hedges, and tall, informal screens. A 3 to 4 foot hedge gives privacy to the yard without shutting off the view from windows. Plants should be set 12 inches apart and cut back to 6 inches after planting to produce a bushy effect from the ground up.

PRICES: Selected, branched, well rooted, 12-18 inch bushes, 12 for \$1.00; 50 for \$3.00; 100 for \$5.50.

"SHRUBS INCREASE VALUE OF HOME"

"The shrubbery which I purchased from you made a marvelous showing. I only paid about \$3.00 for one of your special plantings, but neighbors told me it made \$500.00 difference in the value and appearance of my home. I sure recommend your stock to all my friends."—JOSIE MADISON, Thorntown, Ind.



New Chinese Elm Hedge.
Showing Two Desirable Heights for Pruning.

NEW AND SHOWY SHRUB NOVELTIES

This page is devoted to the newest and showiest types of flowering shrubs. If you're tired of your old shrubs, dig them out this spring and try these. Average height at maturity given to aid you in arrangement. **PLANTING INSTRUCTIONS FREE.**



SHINING GOLDFLOWER BLOOM
(*Hypericum Moserianum*)

Golden blooms, two inches across. Charming orange stamens with reddish anthers. Attractive foliage. Grows 3 to 4 feet. **Strong, 2-yr. bushes, 35c each; 3 for \$1.00.**



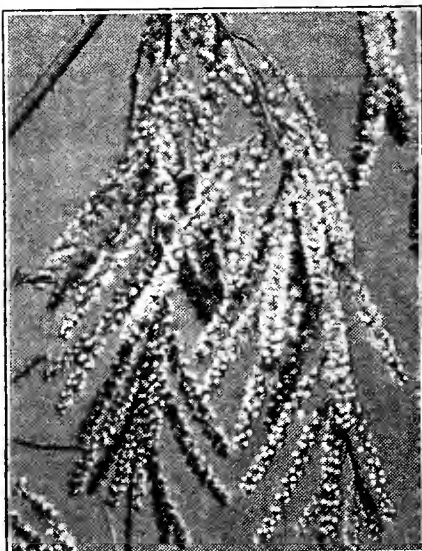
BEAUTIFUL PINK SNOWBALL

Dense, waxy flower clusters, pink when in bud, open to creamy white early in spring. Exquisitely fragrant. Foliage colors in fall. Grows 3 to 4 feet tall. **Strong, 2-yr. bushes, 60c each; 3 for \$1.50.**



OAK LEAF HYDRANGEA

Pink-tinted white flowers in panicles 6 inches diameter and 12 inches long. Oak leaves, coloring to reddish bronze in fall. Blooms July. Grows 3 to 4 feet tall. **Strong, 2-yr. bushes, 35c each; 3 for \$1.00.**



PANICLE OF SPANISH TAMARIX

Loose racemes of lavender-rose flowers measure 10 to 12 inches long. Dense, feathery, silver-green foliage. Blooms late summer. Grows 4 to 5 feet. **Strong, 2-yr. bushes, 25c each; 3 for 60c.**



AZALEA MOLLIS — EVERGREEN SHRUB

Orange and yellow blooms, 3 inches across, in huge clusters. Bushes grow 2 feet tall. **Evergreen** foliage. Gorgeous for specimen and foundation. Add one tablespoonful Alum to soil yearly to keep it acid. **Strong, 8 to 12 in. BALLED plants, 60c each; 3 for \$1.50.**



PEARL BUSH—Charmingly Dainty
(*Exochorda grandiflora*)

Buds appear as myriads of white pearls strung on slender, sweeping branches in May. Dense foliage follows. Grows 6 feet tall. **Strong, 2-yr. bushes, 25c each; 3 for 60c.**



NEW PAINTED-LEAF ALTHEA

Beautifully cut leaves, green centers with silver tipped edges. Blooms September. Red flowers. Grows 4 to 6 feet. **Strong, 2-yr. bushes, 35c each; 3 for \$1.00.**



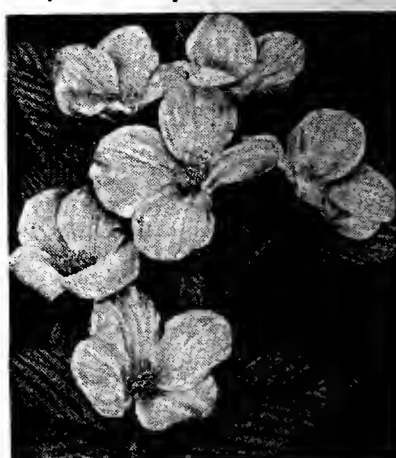
NEW HEAVENLY BLUE ALTHEA

Large, blue flowers, 2 inches across, with tint of rose at center. Blooms September. Charmingly cut green leaves. Grows 4 to 6 feet. **Strong, 2-yr. bushes, 35c each; 3 for \$1.00.**

NEW ILE de FRANCE PURPLE BUDDLEIA

Tall spikes of deep purple, measure 12 inches long. Attracts butterflies. Long, slender, green leaves. Medium height shrub. **2-yr., 35c each; 3 for \$1.00.**

(See back of order blank for particulars).

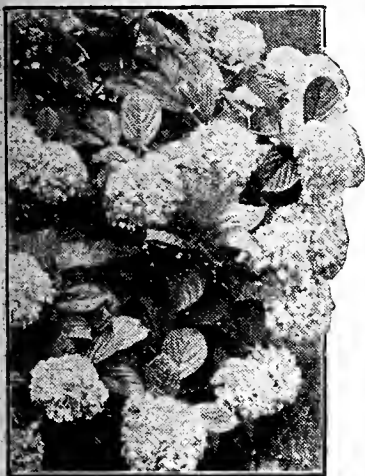


JETBEAD

Single, white flowers measure an inch across and have yellow stamens. Black, shiny berries. Abundant, corrugated foliage. Blooms in May. Grows 4 to 5 feet tall. Stands shade. **Strong, 2-yr. bushes, 25c each; 3 for 60c.**

SHRUBS for HEDGES—GROUPS—BORDERS

On this page we list a group of shrubs which are desirable either for specimens, group plantings, borders, foundations, hedges or windbreaks. The average height at maturity is given with each variety to aid you in selecting the desired kind. **FREE PLANTING INSTRUCTIONS WITH EACH ORDER.**



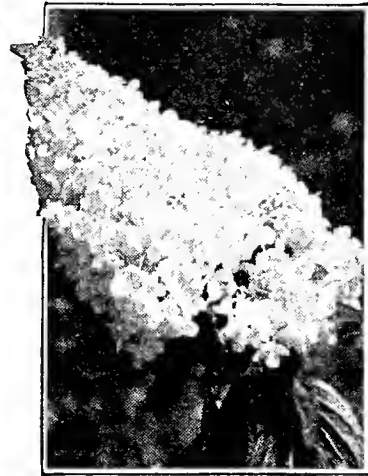
HYDRANGEA A. G.
(Hills of Snow)

Large, white, flat panicles of flowers. Broad leaves. Blooms June to August. 4 feet at maturity. Does well in shade. Set 2½ feet apart. **Strong, 2-yr. bushes, 25c each; 10 for \$2.00.**



GORGEOUS FRENCH LILACS
One each of 5 colors, \$1.00.

Immense panicles, measuring 8 to 12 inches long. Bloom very young and profusely. Grow 6 to 8 feet tall. Plant 5 feet apart. **CHOICE: Michael Buchner, purple; Jean Mace, blue; Mme. Perier, creamy white; Waldeck-Rousseau, rose; Chas. X, wine-red.** Strong, 2-yr. bushes, 25c each; 5 for \$1.00; 10 for \$1.85.



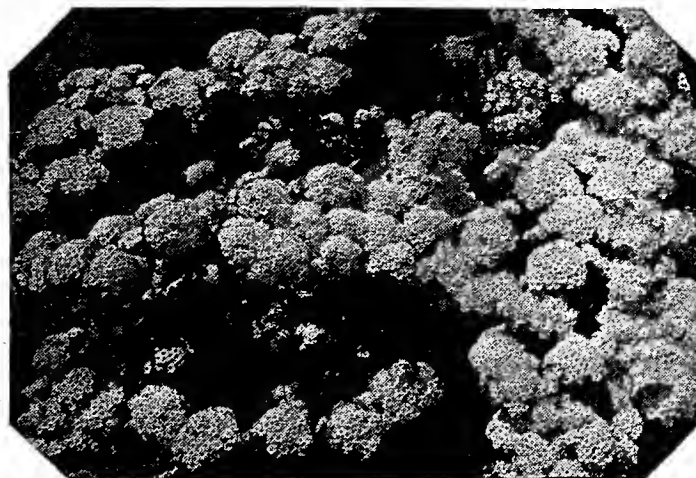
MAMMOTH HYDRANGEA P. G.

Heavy panicles of white, turn to shades of rose in fall. Blooms late, can be cut and dried for winter bouquets. Grows 4 to 5 feet tall. Plant 3 feet apart. **Strong, 2-yr. bushes, 25c each; 10 for \$2.00.**



PINK TARTARIAN HONEYSUCKLE

Small, fragrant, pink blooms early spring. Clusters of red berries in fall. Attracts birds. Foliage dense, remains late in fall. Grows 5 to 6 feet tall. Plant 3 feet apart for hedge, 5 feet for shrub. **Strong, 2-yr. bushes, 20c each; 10 for \$1.50; 25 for \$2.50.**



SHOWY NEW KOREAN SPIREA

Large, dome clusters of white flowers with distinct eye, cover entire length of sweeping branches. Handsomely shaped leaves, produced densely, remain late in fall. Grows 6 feet tall. Plant 3 feet apart. **Strong, 2-yr. bushes, 25c each; 10 for \$2.00; 25 for \$4.00.**



SCARLET FLOWERING QUINCE
(Cydonia japonica)

Flaming scarlet flowers an inch across cluster along branches in May. Blooms long time. Leaves gay colors in fall. Grows 5 feet. Plant 4 feet apart for specimen, 3 feet for hedges. **Strong, 2-yr. bushes, 20c each; 10 for \$1.75; 25 for \$3.75.**



FRAGRANT BOUQUET SHRUB

Large clusters of big, white, double, fragrant flowers in June and occasionally all summer. Grows 6 to 8 feet. Plant 3 feet apart for hedge, 5 feet for shrub. **Strong, 2-yr. bushes, 25c each; 10 for \$2.00; 25 for \$4.00.**



DAINTY BELLS OF WEIGELA ROSEA

Deep pink, bell-shaped flowers cluster all along stems. Blooms profusely in May and June. Very graceful. Grows 5 feet tall. Plant 3 feet apart for hedge, 4 feet for shrub. **Strong, 2-yr. bushes, 20c each; 10 for \$1.50; 25 for \$2.50.**



SNOWBALL—Lovely Bloom and Leaf

Large, white balls of flowers in clusters early spring. Handsome three-lobed leaves color gayly in fall. Grows 8 to 10 feet. Plant 4 feet apart for hedge, 5 feet for shrub. **Strong, 2-yr. bushes, 20c each; 10 for \$1.50; 25 for \$2.50.**

BIG BARGAINS IN FLOWERING SHRUBS



VIBURNUM AMERICANUM
(High Bush Cranberry)

Handsome 3-lobed leaves turn brilliant colors in fall. Flat clusters, white flowers. Red berries remain all winter. Grows 5 to 6 feet tall.



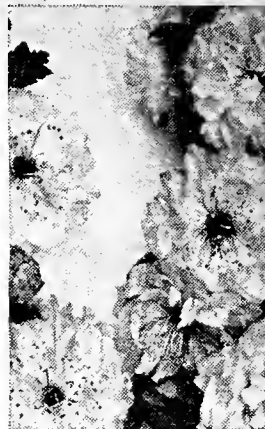
RED WEIGELA

Dark, velvety red, bell-shaped flowers in July, and occasionally thereafter, on arching branches. Very profuse bloomer. Grows 4 to 5 feet tall.



CHINESE BEAUTY BUSH

Dainty pink, trumpet flowers on sweeping branches. Fuzzy seed pods stay all summer. Charming mottled foliage, colors in fall. Grows 3 to 4 feet tall.



PINK FLOWERING ALMOND

Very double, rose-like, pink flowers entire length of branches in May before leaves appear. Slender grower. 3 to 4 feet tall at maturity.



FRENCH PUSSY WILLOW

Large, silky grey catkins produced all along branches; make lovely bouquets. Shiny, dark green leaves 2 inches long. Grows 6 to 8 feet tall.

THE 5 SUPER SHRUBS SHOWN ABOVE: SELECTED 2-YEAR BUSHES, YOUR CHOICE, 25c EACH; 3 FOR 60c; 10 FOR \$1.85.



Deutzia, Pride of Rochester.

Your Choice: the following Big 2-Yr. Shrubs, 20c each; any 3 for 50c; any 10 for \$1.40

BUDDLEIA (Butterfly Bush or Summer Lilac). Tall, lavender spikes of flowers July to October. Long, delicately cut leaves. Grows 3 to 4 feet tall.

FORSYTHIA SPECTABILIS. Most showy variety of Forsythia. Extra large, lemon-yellow, bell flowers cluster all along stems early in spring before leaves appear. More flowers than common Forsythia. Arching branches sweep to the ground. Slender green leaves remain until late fall. Grows 5 to 6 feet tall.

DEUTZIA CRENATA ROSEA. Large flowers of rosy pink, borne in tight clusters on end of each branch. Dark green, pointed leaves. Blooms June-July. Grows 3 to 4 feet tall.

DEUTZIA LEMOINEI. Large flowers of purest white, borne in clusters like Deutzia Rosea. Yellow stamens and anthers. Fine foundation shrub. Blooms June. Grows 3 to 4 feet tall.

DEUTZIA, PRIDE OF ROCHESTER. Very double, tassel-like, white flowers, with pink tinted outer petals, cluster along ends of stems. Blooms May. Grows 6 to 8 feet tall.

DEUTZIA GRACILIS (Dwarf Deutzia). Grows only about 2 feet tall. Dense, bushy grower. Branches covered with pure white, tassel flowers in May. Slender branches and leaves.

SPIREA ANTHONY WATERER (Crimson Spirea). Large, flat umbels of crimson-red flowers in late summer, and often through fall. Long, slender, green leaves become variegated during fall. Slender branches. Fine for cutting. Grows 2 to 3 feet tall.

SPIREA CALLOSA ALBA. Large, flat clusters of creamy white flowers with interesting fuzzy centers. Blooms nearly all summer. Lovely cut leaves. Grows 2 to 3 feet tall.

SNOWBERRY. Tiny pink flowers in June, followed by large, round, milk-white berries in clusters, which remain far into winter. Lovely green, lasting foliage. Grows 3 to 5 feet.

CORALBERRY (Indian Currant or Red Snowberry). Long, slender red berries cluster in thick bunches along arching branches. Dark, shiny leaves. Grows 3 to 5 feet tall.



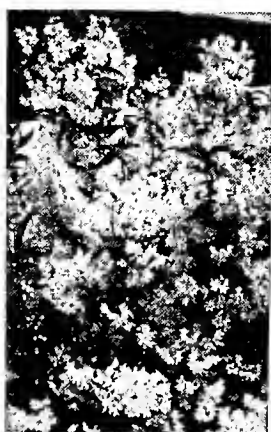
Forsythia Spectabilis.



Deutzia Crenata Rosea.



Spirea Callosa Alba.



Dwarf Deutzia Gracilis.



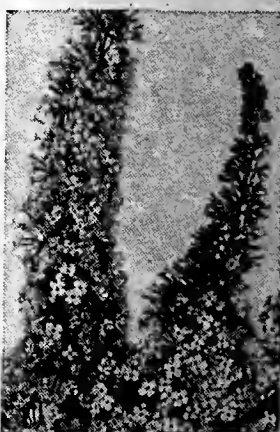
Snowberry.

**10 BIG
FLOWERING
SHRUBS
\$1.00**

If you're not fussy about varieties, we furnish ten Flowering Shrubs from these pages for \$1.00. All 2-year bushes. WE SELECT VARIETIES, sending not more than 2 alike.



Crimson Spirea.

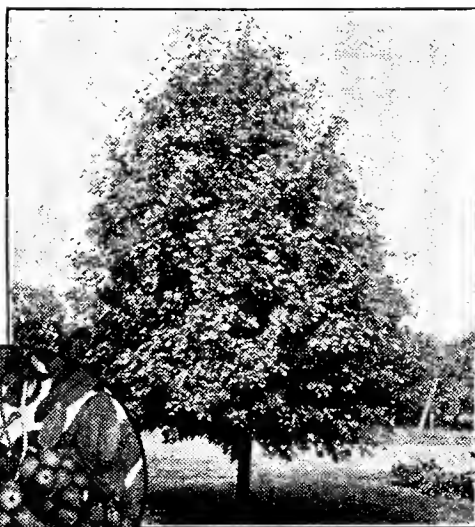


Buddleia.

SELECTED SHADE TREES - 35c UP



All
Shade
Trees
Straight
and
Well
Rooted.
Shapely,
Branched
Tops.



European Mt. Ash

Shiny, fernlike, green leaves, deeply cut. Large, dense clusters of red berries in fall.

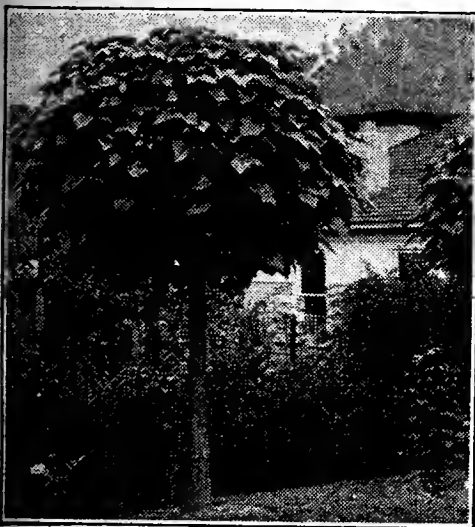
5-6 ft. trees, 70c each; 3 for \$1.85.



Silver Maple

Rapid grower. Dark green leaves with lighter lining. Forms well shaped head. Succeeds on poor soils.

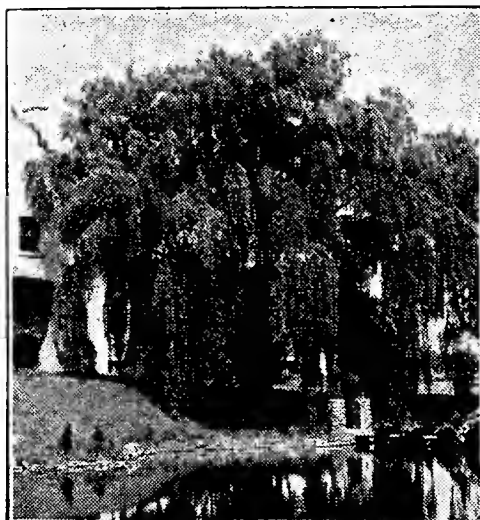
5-6 ft. trees, 35c each; 10 for \$3.00.



Catalpa Bungei

Umbrella Catalpa. Small tree with shapely, round head. Large, heart-shaped leaves.

5-6 ft. trees, 75c each; 10 for \$6.00.



Wis. Weeping Willow

Long, fine leaves borne on slender branches that sweep to the ground. Grows rapidly.

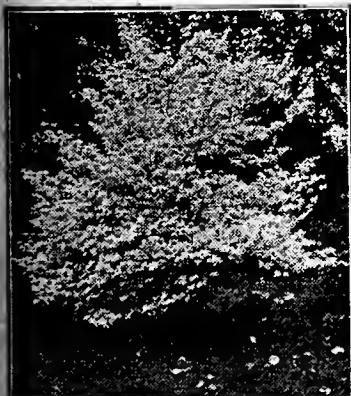
5-6 ft. trees, 70c each; 3 for \$1.85.



Hardy Chinese Elm

Broad leaves, rounded top. Rapid grower on all soils. Fine street tree.

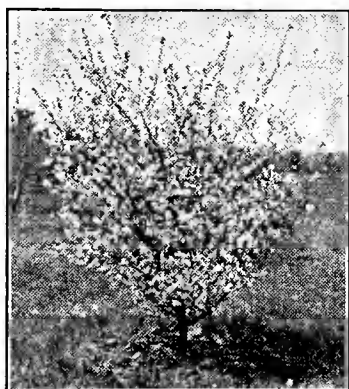
5-6 ft. trees, 50c each; 3 for \$1.25.



New Rose-Flowering Japanese Cherry

Very double, large rose-pink blooms in large clusters. Blooms last a long time. Sweet-scented. Tree grows to height of 10 to 15 feet.

3-4 ft. trees, 85c each; 3 for \$2.00.



New Flowering Crabs

SCHEIDECKER. Very double, rose-pink flowers in mammoth clusters. Blooms young.

ELEYI. Rich red flowers in clusters. Purplish maroon leaves. Trees grow 10 feet tall. State choice of color. 3-4 ft. trees, 50c each; 3 for \$1.35.

Cut-Leaf Weeping Birch

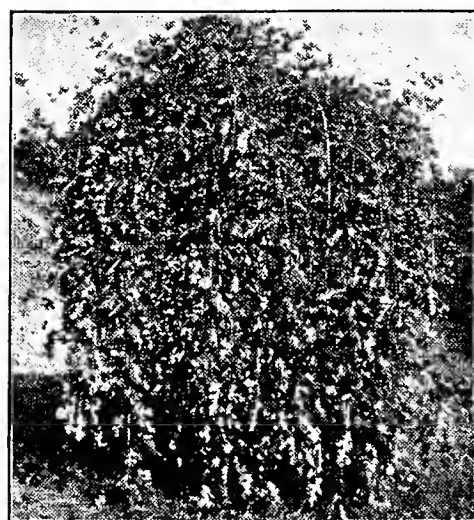
Tall, slender tree. Silvery white bark. Delicately cut leaves on slender, sweeping branches.

5-6 ft. trees, \$1.00 each.

Cut-Leaf Weeping Maple

Deeply-cut, dark green shiny leaves. Branches sweep to ground. Distinct and beautiful.

5-6 ft. trees, 70c each; 3 for \$1.85.



Teas' Weeping Mulberry

Beautiful foliage, borne on branches which droop to the ground. Very graceful. Hardy.

5-6 ft., 2-yr. heads, 90c each.



Radiantglory Everblooming Carnation.

RADIANT GLORY

TRADE MARK

New Everblooming Garden Carnations

GLORIFY YOUR GARDEN ALL SUMMER with these large, very double, delightfully fragrant, fluffy Carnations. Just like those grown in greenhouses—2 inches across. They are hardy for garden planting, and bloom the first year, commencing in July and continuing until winter. Very thrifty growers, attaining a height of 18 inches and spread of 12 to 18 inches to each plant the first summer. Each plant produces over 100 large, perfect blooms the first year. Grows on all soils, in shade or sun. Can be potted in fall for indoor blooming during winter. We offer strong, blooming size perennial plants. Choice of colors: SALMON, ROSY PINK, BRIGHT RED. **PRICES:** Any 3 for 75c; 6 for \$1.00; 12 for \$1.85, prepaid.

NEW "KRIMSON-KING"

Hardy Everblooming Garden Carnation

Same large, fragrant flowers as described above. Also the same thrifty growing plants, with everblooming habit. Withstands a winter temperature of 20 below zero without protection. Can be potted in fall for indoor blooming. Krimson King has created a sensation wherever displayed. We offer strong, blooming size perennial plants. Color: DARK CRIMSON-RED. **PRICES:** 3 for 75c; 6 for \$1.00; 12 for \$1.85, prepaid.

8 NEW EVERBLOOMING CARNATIONS, \$1.00, PREPAID
RADIANTGLORY—2 Salmon, 2 Rosy Pink, 2 Bright Red. Also 2 KRIMSON KING. All Blooming Size Plants.



MagicMum.

MagicMum

TRADE-MARK

A Whole Bed of Flowers On One Plant

Sensational new Chrysanthemum which is glorified by a solid mass of rosy pink blooms from AUGUST UNTIL WINTER. Flowers 2 inches in diameter. Blooms the first year, each plant producing 500 to 800 blooms, and many more the next year as the spread of plant increases.

A thrifty grower, of branching habit, producing flowers so evenly that it REMAINS A SOLID MOUND OF COLOR FULLY 20 to 30 INCHES ACROSS ALL FALL. Perfectly hardy, and thrives everywhere without coaxing. Plant MAGICMUM in your flower garden, borders, or in front of shrubs. It is A SOURCE OF UNTOLD DELIGHT YOU'LL APPRECIATE WHEREVER YOU SEE IT! Plant them everywhere to brighten your yard during the dull fall months! Strong, 2-year perennial plants. **PRICES:** 35c each; 4 for \$1.00; 10 for \$2.00.

NOTICE: "MagicMum" is sold only by Emlong's Nursery, Stevensville, Michigan, and is a special Trade-Mark variety!

HARDY GARDEN CHRYSANTHEMUMS

Perennial Chrysanthemum plants which can be set out this spring and bloom profusely this fall from September until winter. We select varieties which bloom in succession, thus prolonging the panorama of beauty. Strong, 2-year plants. Your choice of colors: YELLOW, PINK, RED, WHITE, ORANGE, BRONZE. State whether you prefer POMPONS OR LARGE-FLOWERING VARIETIES. **PRICE:** 3 for 60c; 6 for \$1.00, prepaid.

NEW ALADDIN EVERBLOOMING 'MUM

Large clusters of fluffy blooms of deep bronze color, produced in enormous quantities from July until winter. The only Bronze Everbloomer. 2-year hardy perennial plants. **PRICE:** 35c each; 3 for 75c; 6 for \$1.20, prepaid.

NEW YELLOW BIRD 'MUM

Brilliant canary-yellow blooms in great quantities, six weeks ahead of other Chrysanthemums. A nearly everblooming pompon of great merit. 2-year hardy perennial plants. **PRICE:** 35c each; 3 for 75c; 6 for \$1.20, prepaid.

8 CHRYSANTHEMUM PLANTS, \$1.00

Including one each: NEW ALADDIN, NEW YELLOW BIRD, NEW MAGICMUM. And one each LARGE FLOWERING—Red, White, Pink, Orange, Yellow. Bloom this year. PREPAID.



Hardy Everblooming Chrysanthemum, Aladdin.

The Latest News—"ROSA ROULETTEI"

The Tiniest Everblooming Rose That Grows

Something new for American Rose-lovers! A little ever-blooming jewel imported from France. It's the neatest, daintiest little Rose bush you ever saw! Only grows 6 to 8 inches tall. Has bright green, pointed leaves, which remain glossy all summer. Grows very bushy, making an ideal border and window-box plant. Bright rose-pink flowers, about the size of a grain of wheat in bud, open to less than an inch in diameter. Each bloom produced on a single stem. Made-to-order for the rock garden, and lovely to pot for winter blooming indoors. Grows anywhere, and is hardy. Blooms from early summer until winter out-of-doors. You'll love it, as everyone does! **Well-rooted plants, 50c each; 3 for \$1.35; 10 for \$4.00, prepaid.**



Rosa Roulettei—The Little Dwarf.

EMLONG'S "SKYSCRAPER" DELPHINIUMS

Marvelous new Wrexham Hollyhock Strain, and the new "Art Shades" of Blackmore & Langdon English imported strain. Double flowers of all shades, including light to dark blue, lavender, violet, rose and purple. Many two-tones. Spikes 3 to 5 feet tall. Blooms several times in summer if old flowers are clipped off when they finish blooming. Easy to grow on all soils. Assorted colors only. **Strong, 2-yr. perennial plants, 3 for 60c; 8 for \$1.00, prepaid.**

FRAGRANT EVERGREEN GARLAND FLOWER

Dainty pink flowers, borne in round clusters on the end of each branch in April, May, and at intervals throughout the summer. Very sweetly perfumed! Low, trailing branches of fine, inch-long leaves, blue-green in color, and nearly evergreen. The plant grows 10 to 12 inches tall, in clumps which attain a spread of 3 feet or more. Proper name Rose Daphne. Desirable for rockeries, borders or flower gardens. **9- to 12-inch plants with balled roots: 75c each; 3 for \$2.00, prepaid.**



Fragrant Rosy Garland Flower.

NEWEST AND BEST PHLOX

Hardy, large flowering Phlox with flower heads measuring 4 to 6 inches tall and nearly as wide. Plants grow 2 to 3 feet tall. Strong, 2-yr. perennial plants that bloom this year. **YOUR CHOICE, THE FOLLOWING POPULAR AND EASY-TO-GROW VARIETIES:**

Salmon Glow. Deep salmon-pink.

Lavender Miss. Bright lavender.

Rose Mist. Deep rose.

Firebrand. Bright scarlet.

Milly. New, fadeless pink.

Twilight. Reddish purple, two-tone.

Europa. White with red eye.

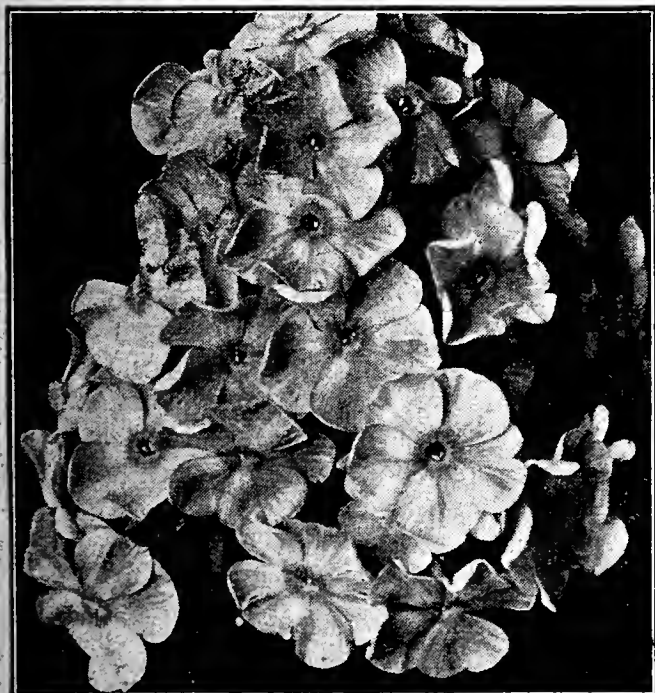
Rosenberg. Deep purple.

Miss Lingard. Pure white.

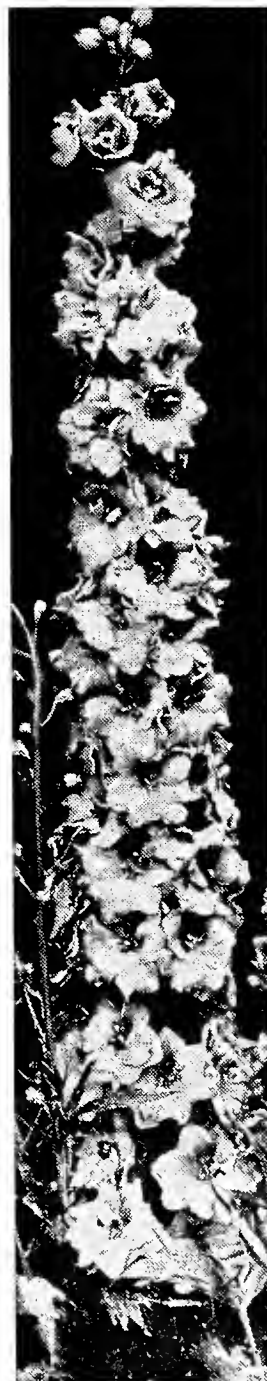
Marshal French. Fadeless carmine.

PRICE:

Any 3 for 50c; 8 for \$1.00, Prepaid.



Hardy Phlox, "Rose Mist."



Skyscraper Delphinium.

NOTICE

Other perennial plants on page 52 and back of order blank.

INSTRUCTIONS FOR ORDERING

Read Carefully

WHEN TO ORDER. Just as soon as you receive this book. See discount offers in front of book for early orders. We reserve the stock and ship at proper time for planting in your locality. **ORDER EARLY AS PLANTS ARE SCARCE THIS YEAR.**

HOW TO ORDER. An order blank is provided opposite this page. However, any writing paper will do—**BUT**—be sure to **write your name, address, shipping point and post office plainly.** Make it clear just what you want, to avoid errors and unnecessary correspondence.

TRANSPORTATION CHARGES. We do not pay transportation charges in advance except where noted under description, or where customer provides for same as directed on this page. Express shipments are sent collect for charges, and take Second Class rate.

TERMS OF PAYMENT. Send full cash with small orders. **WE DO NOT SHIP ANY STOCK C. O. D. OR BOOK CREDIT ORDERS.** Send money order or check. If cash is sent, register the letter. Orders amounting to \$10.00 or more may be reserved early in the year by paying one-fourth cash and remitting the balance within ten days before stock is shipped.

SHIPPING SEASON. Most nursery stock should be planted early in the spring. We ship during late March, April and May. Items suitable for fall planting can be shipped during October and November.

HOW TO SHIP. Small orders are sent quickest and cheapest by parcel post. Shade trees and large quantities of stock must be sent by express. Freight can be used when order calls for several hundred fruit trees or several thousand cane plants, and is to be shipped during March and early April. Strawberry plants are never shipped by freight. If undecided, just give your Post Office and Nearest Shipping Point and we route the safest and cheapest way.

SAFE ARRIVAL GUARANTEED. All stock is guaranteed to reach you in perfect condition. If anything arrives damaged, obtain a "damage statement" from Postmaster or Express Agent and send to us at once. Check over your stock carefully **WHEN IT ARRIVES**, and **IN CASE OF ERROR NOTIFY US IMMEDIATELY.**

PARCEL POST RATES

In shipping small bundles it is economical for you to pay postage in advance, thus **saving the 12c C.O.D. fee** collected by Post office Department on delivery. If you wish postage prepaid on items not listed as prepaid in this catalog, the following schedule will aid you in determining about how much to allow. If any differences, we will adjust after shipment. If postage is not included with your remittance, we will assume that you wish stock shipped C.O.D. for postage.

FIRST, determine the group of states in which you live, from schedule below:

GROUP No. 1		GROUP No. 2	
SOUTHERN MICHIGAN (Grand Rapids, Port Huron; Owosso and all towns south thereof).		NORTHERN MICHIGAN (Towns north of Grand Rapids, Owosso and Port Huron).	
NORTHERN INDIANA (Indianapolis and all towns north thereof).		SOUTHERN INDIANA (Towns south of Indianapolis).	
GROUP No. 3		GROUP No. 4	
ARKANSAS NEW JERSEY DELAWARE NEW YORK KANSAS NO. CAROLINA MARYLAND PENNSYLVANIA MINNESOTA TENNESSEE MISSOURI VIRGINIA NEBRASKA W. VIRGINIA		ILLINOIS IOWA OHIO KENTUCKY WISCONSIN	
		All states not included in the other three groups.	

PARCEL POST RATES AS FOLLOWS:

FOR EACH 100 PLANTS:	Group	Group	Group	Group
	No. 1	No. 2	No. 3	No. 4
Strawberry	\$0.12	\$0.18	\$0.25	\$0.40
Asparagus12	.18	.25	.40
Red Raspberry, 1-yr. plants20	.30	.45	.85
Black Raspberry, 1-yr. plants ..	.20	.30	.45	.85
Blackberry, 1-yr. plants20	.30	.45	.85
Dewberry, 1-yr. plants20	.30	.45	.85
Youngberry, 1-yr. plants20	.30	.45	.85
All 2-yr. Transplants30	.50	.75	1.25
Grape Vines30	.50	.75	1.25

FRUIT AND FLOWERING TREES:			
1 tree up to 5 feet tall10	.12	.17
5 trees up to 5 feet tall15	.22	.40
10 trees up to 5 feet tall20	.35	.65
ROSES AND FLOWERING SHRUBS: For every 3 plants or less use rate for 100 Strawberry plants.			

GENERALLY SPEAKING: All shade trees must be sent by express. Over 100 Raspberry, 1-yr. plants, and over 50 Raspberry, 2-yr. plants, also over 5 fruit trees, would go cheaper by express, especially if you live beyond the 2nd group.

ALL LARGE QUANTITIES are sent Express Collect for charges.

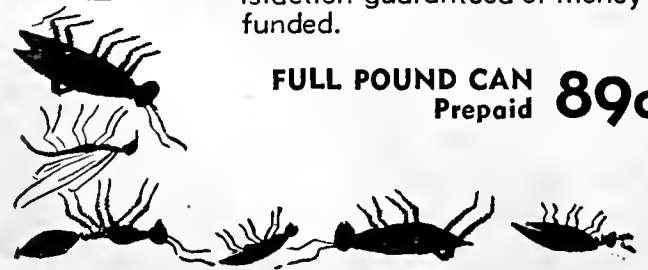
Double Action
INSECTICIDE



XTERMINATES
Both Bugs and Eggs

Powerful new powder that kills Ants, Bedbugs, Chicken Lice, Roaches, etc., and exterminates the eggs before they hatch. Also useful in the garden to eradicate ants that destroy fruit and plants. Non-poisonous and harmless to humans or domestic animals. Satisfaction guaranteed or money refunded.

FULL POUND CAN
Prepaid 89c



A new, scientific spray material which may be applied to or around fruit trees to keep rabbits from chewing them. Also keeps dogs away from evergreens and other plant material which they would ruin. Keeps cats away. Simply spray the forbidden territory with Dogzoff. May be applied with any small insect sprayer. One application lasts three to four weeks, and is usually sufficient. **Harmless** to plants, humans, or animals, but keeps animals away.

PRICE FOR SEASON'S SUPPLY
Prepaid. 69c

Important NO DISCOUNT ALLOWED ON SPECIAL GARDENS, COLLECTIONS AND BARGAIN OFFERS IN THIS CATALOG. Figure discount only on regular catalog prices.

HAVE YOU ALLOWED FOR POSTAGE? If not, we will ship C. O. D. for postage or express charges.

WE SEND PLANTING INSTRUCTIONS FREE WITH EACH ORDER.

Emlong's Glorious Flower Speci

New ILE de FRANCE Purple Buddleia

DEEP PURPLE FLOWER SPIKES, 12 INCHES LONG, very sweetly perfumed. Each little floret has a bright orange eye. Long, narrow, distinctive leaves. Blooms from August until late October. May be used as a shrub, or tall perennial, as the branches freeze back in winter and grow again the next year to a height of 3 to 4 feet. The NEWEST, BRIGHTEST and SHOWIEST BUDDLEIA EVER INTRODUCED. Our price is within the reach of every flower-lover this year. **Well-rooted, blooming-size plants, 40c each; 3 for \$1.00; 10 for \$3.00, prepaid.**



8 "MAGIC CARPET" Rock Plants, \$

Here are the showiest, brightest colored, and easiest-to-grow of all the Rock Plants. They thrive in all sorts of weather, on all kinds of soil, without coaxing, when other varieties fail. To obtain a "Magic Carpet" of brilliant color in the shortest possible time, plant liberally of the following fast-growers. Strong, 2-yr. plants, assorted as follows:

- | | |
|-------------------------------------|---------------------|
| 3 Rosy Rockfoil (Tunica Saxifraga). | 2 Pink Rock Cress. |
| 2 Myosotis, Blue (Forget-me-not). | 1 White Rock Cress. |

THESE 8 EASY-TO-GROW, "MAGIC-CARPET" PLANTS, \$1.00, PREPAID.

60 GLADIOLUS BULBS \$1.00

A large assortment of the finest colors, shades and types. Large blooming-size bulbs. 60 for \$1.00, prepaid.

Same bulbs as above, 150 for \$2.00, prepaid.

50 SELECTED NEW GLADIOLI, \$2.00

Our superb selection of the finest and newest Glads. Ruffled, spotted, shaded, blotched, unusual combinations. Extra fine bulbs. Immense blooms this year. 2 bulbs each of 25 different kinds. \$2.00, prepaid.



New Purple Buddleia,
Ile de France.

EMLONG'S "TWIN SISTER" PERENNIAL GARDENS

NO. 1

- 2 Chrysanthemum Plants. Large flowering.
- 2 Large Phlox.
- 2 Delphiniums. New English hybrids.
- 2 Tritoma. Hybrids.
- 2 Sweet William. New ruffled.

EXTRA!

- 1 New "Fairy-Pink." (Described on page B).
- 11 Two-year Plants.

\$1.25, prepaid

NO. 2

- 2 Carnation Plants. New ever-blooming.
- 2 Columbines. Long-Spurred.
- 2 Scarlet Geums.
- 2 Gaillardia. Orange with red centers.
- 2 Foxgloves. Shirley Hybrids.

EXTRA!

- 1 New "MagicMum." (Described on page 52).
- 11 Two-year Plants.

\$1.25, prepaid



FOXGLOVE

Giant Shirley. Assorted new colors. Tall spikes.



RUFFLED SWEET WILLIAM

Large flowers. Assorted bright colors. New variety.



SCARLET GEUM

Blooms 2 inches across. Yellow stamens. Plants grow 12 inches tall.



TRITOMA

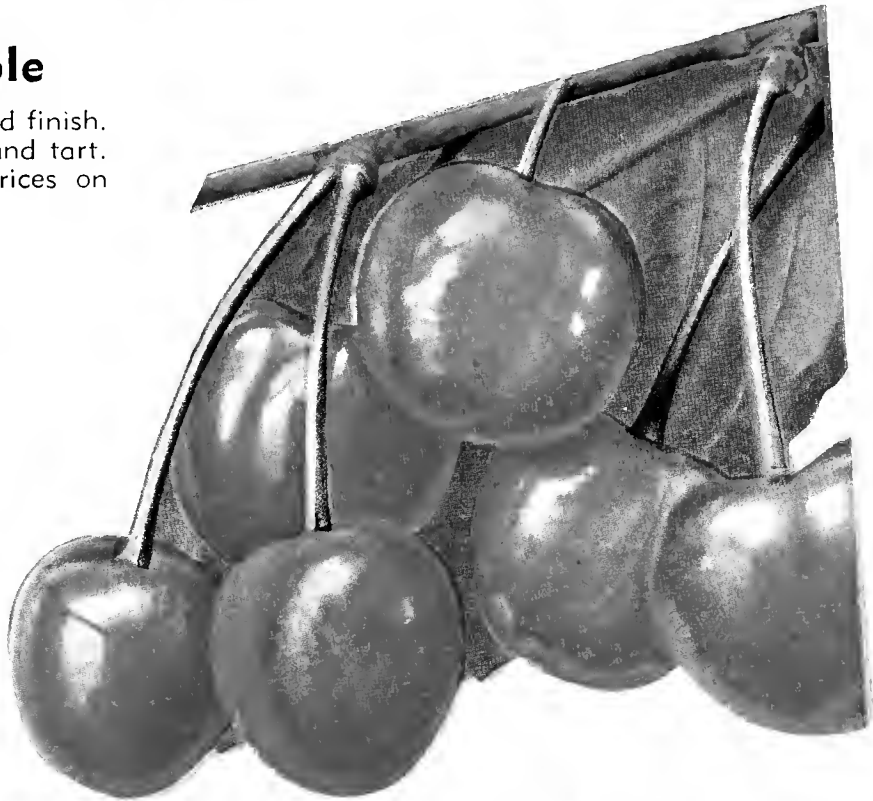
Large, orange-colored. Hybrids, borne on stems 2 feet.

THE ABOVE FOUR VARIETIES: 2-year perennial plants, 3 for 50c; 8 for \$1.00, prepaid.

ONG'S SENSATIONAL NEW TREE FRUITS

New Yellow Delicious Apple

Beautiful golden yellow fruit with glossy, waxed finish. Juicy, crisp flesh that is deliciously sweet and tart. Average size, splendid keeper. Details and prices on page 34.



New Richmorency Cherry

Dazzling, big, dark-red Cherries with a rich, snappy flavor. Ripen ten days before Montmorency. Details and prices on page 35.

LUCKY SPOT
QUALITY
ORCHARD

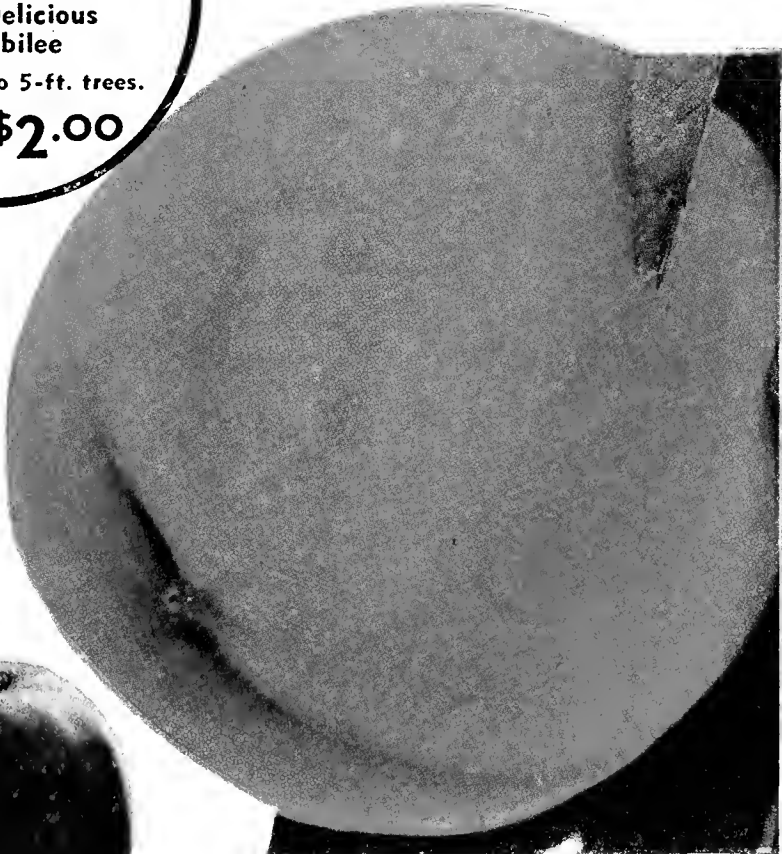
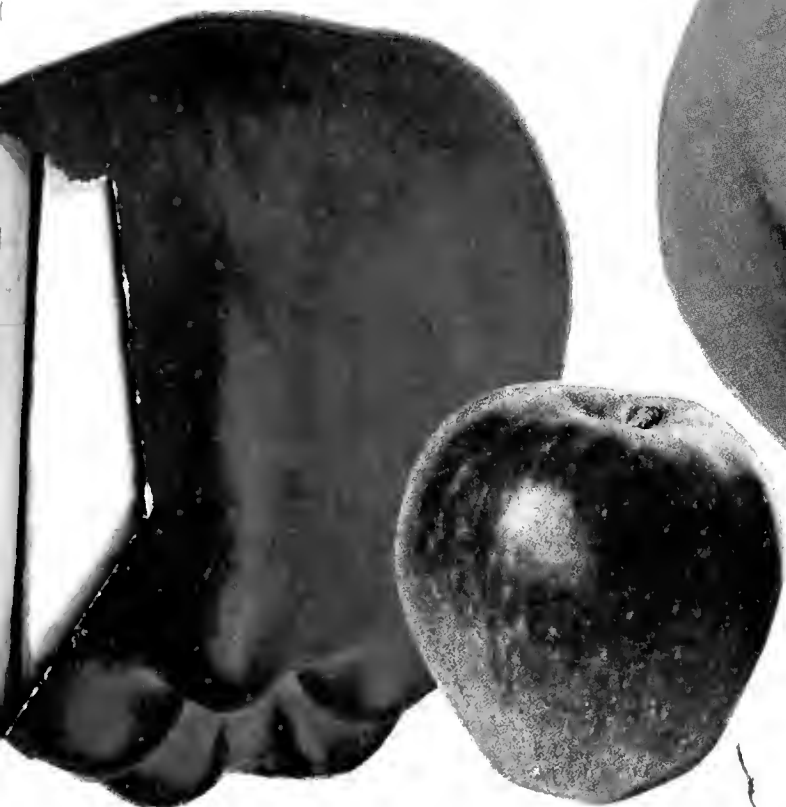
- 1 Richmorency
- 1 Yellow Delicious
- 1 All-Red Delicious
- 1 Golden Jubilee

All 2-yr., 4 to 5-ft. trees.

SPECIAL PRICE \$2.00

New All-Red Delicious Apple

Bright, glossy red all over. Improved flavor, rich in juice, firm in texture. Details and prices on page 38.



New Golden Jubilee Peach

Brilliant golden Peach with attractive salmon blush. Exquisite flavor, immense size, superb quality. Details and prices on page 36.

ALL-RED DELICIOUS APPLE.

COMMON

**LUCKY SPOT
BIG BOUQUET**

ROSE GARDEN

- 1 E. G. Hill. Dark red
- 1 Pres. Hoover. Mottled
- 1 Betty. Salmon-Pink
- 1 Druschki. Pure white
- 1 Red Radiance. Carmine
- 1 Pink Radiance. Two-tone

6 big, 2-yr. bushes.

SPECIAL PRICE \$1.95

★ ★ ★
**BIG CHIEF
RED RASPBERRY**

Ripens earlier than Latham and brings big prices. Grows everywhere. An enormous producer of big, delicious berries. Description on page 13.

LOGAN BLACKCAP

Earliest ripening Blackcap. Bears delicious and beautiful fruit in great quantity. Description on page 14.

SOUTH HAVEN PEACH

The supreme early Peach. Nationally famed for quality, flavor, size, and yield. Highly profitable for commercial growing. Description on page 36.

**EMLONG'S NURSERY
STEVENSVILLE - MICHIGAN**

**LUCKY SPOT
"SUPER-4"
PEACH ORCHARD**

- 1 Hale-Haven
- 1 Golden Jubilee
- 1 South Haven
- 1 Elberta Late

Strong, 3 to 4-ft. trees.

SPECIAL PRICE \$1.00

CHIEF
RASPBERRY.

LOGAN
BLACKCAP

SOUTH HAVEN PEACH.

**LUCKY SPOT
NEW DELIGHT**

SHRUB PLANTING

- 1 Azalea Mollis
- 1 Viburnum Carlesi
- 1 Oak Leaf Hydrangea
- 1 Ile de France Buddleia
- 1 New French Lilac—(Your choice of 5 colors)

All 2-yr. strong shrubs.

SPECIAL PRICE \$1.35